

# CLUB

THE NATIONAL MAGAZINE  
FOR EXECUTIVES OF TOWN  
AND COUNTRY CLUBS

## Management



OCTOBER, 1958

*In This Issue:* Equipment and Remodeling Ideas



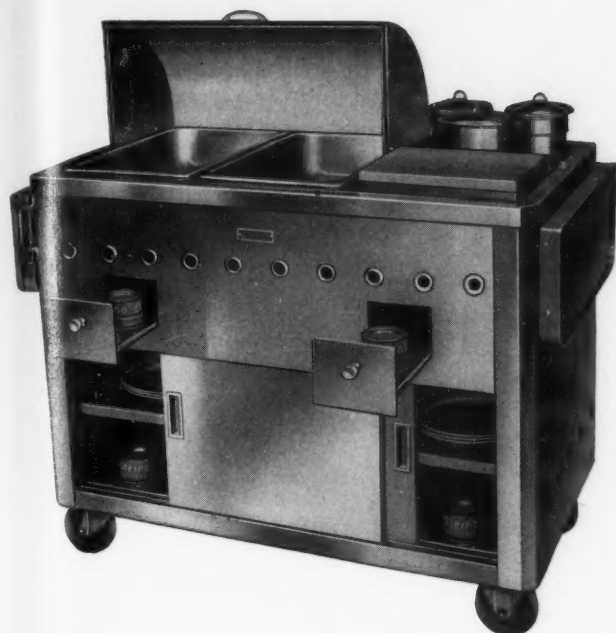
THESE WORDS ON OUR LABEL FOR 89 YEARS  
PROMISE ENJOYMENT NO OTHER WHISKY CAN

*This whisky is distilled by us only, and  
we are responsible for its richness and  
fine quality. Its elegant flavor is solely due  
to original fineness developed with care.  
There is nothing better in the market*



# Attention!

## CLUB MANAGERS



*We would like to have you see our new line of Sterno equipment which has been especially designed for clubs.*

*Illustrated is one of the many items—a Duo Wagon for hot and cold service—just what you need for the serving of hot food in the dining room, particularly where it is remote from the kitchen.*

**This steam table has already met with popular and tremendous demand. Among leading clubs that have ordered this unit are the following:**

Jonathan Club . . . Los Angeles  
 Congressional Country Club . . . Washington, D. C.  
 The Furniture Club of America . . . Chicago  
 Oak Hills Country Club . . . San Antonio  
 Turf Club . . . Galveston  
 Cherry Hills Country Club . . . Denver  
 Du Pont Country Club . . . Wilmington  
 Mayfair Club . . . Atlanta  
 Surf Club . . . Miami  
 Indianapolis Athletic Club . . . Indianapolis  
 Suburban Country Club . . . Baltimore  
 Commissioned Officers Mess..Boston

Peninsular Club . . . Grand Rapids  
 Minneapolis Golf Club . . . Minneapolis  
 University Club . . . St. Louis  
 Montana Club . . . Helena  
 University of Omaha . . . Omaha  
 Preakness Hills Country Club . . . Patterson  
 Montauk Yacht Club . . . Montauk, L. I.  
 Beverly Hills Country Club . . . Cincinnati  
 Greenville Country Club . . . Greenville  
 Chattanooga Golf Club, Chattanooga  
 Racquet Club . . . Philadelphia  
 Huntington Athletic Club, Huntington  
 Coral Beach & Tennis Club . . . Hamilton, Bermuda

**Write for descriptive literature and price list.**

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 OUR EXHIBIT OF AIDS TO FINE  
 SERVICE AT THE

### NATIONAL HOTEL SHOW

New York  
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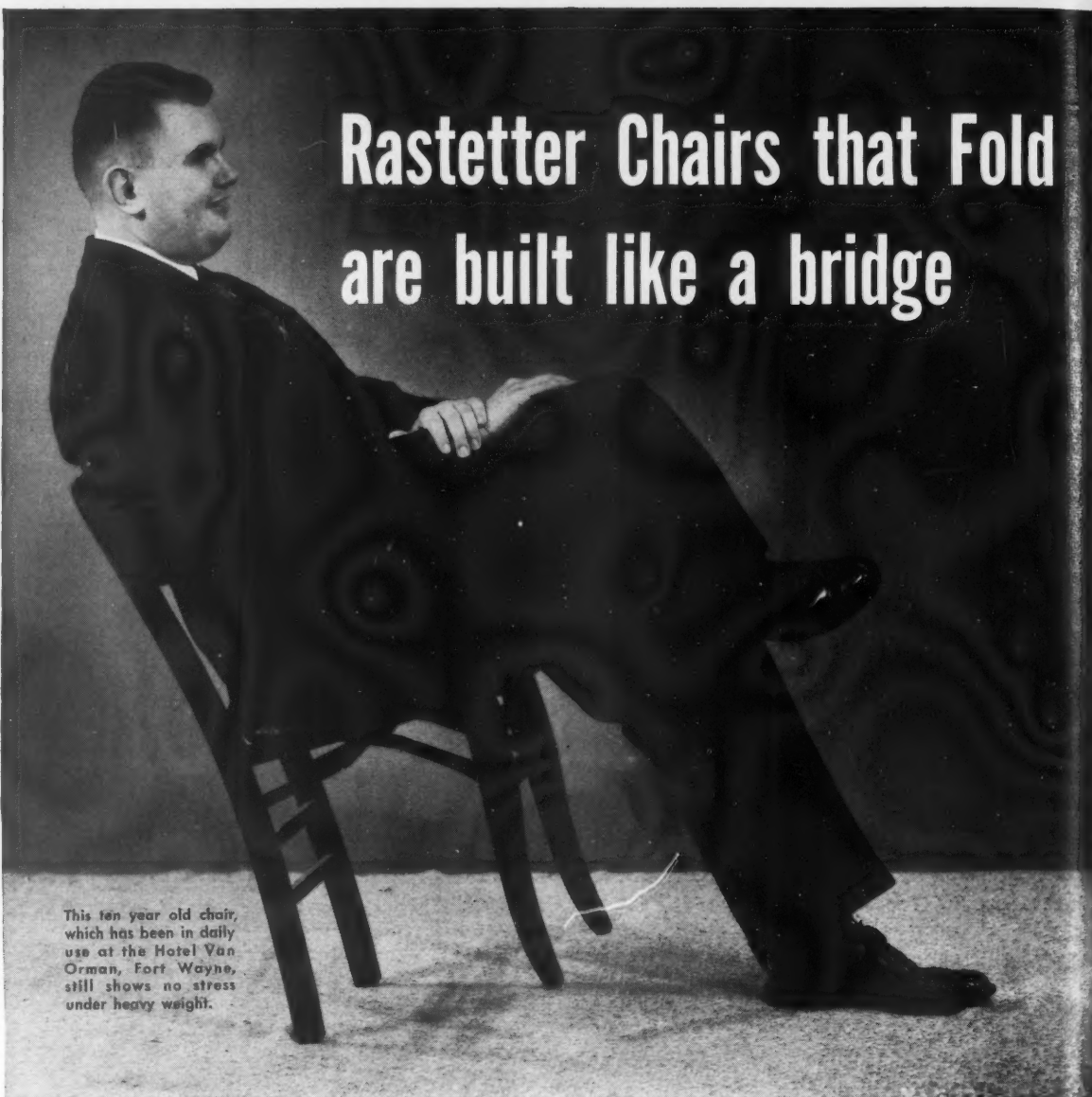
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Booths:  
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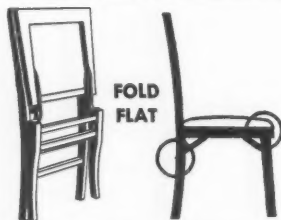
STERNO INC. • 9 EAST 37th STREET • NEW YORK 16, N. Y.

*Makers of* **STERNO CANNED HEAT FUEL**

# Rastetter Chairs that Fold are built like a bridge



This ten year old chair, which has been in daily use at the Hotel Van Orman, Fort Wayne, still shows no stress under heavy weight.



No glued joints here. Steel braces used. Steel hinge securely unites rear and front legs and seat frame. As in the construction of a bridge, the Rastetter steel Hinge and Brace distributes weight and stress evenly.

*Steel Hinge and Brace construction makes Rastetter Chairs that Fold far stronger than conventional chairs of equal weight.*

Turn a Rastetter Chair over and notice the scientific "cantilever" construction of the steel hinges. Every weakness of the ordinary chair has been eliminated. The stress spreads over the six-inch plates on the rear legs and the five-inch plates on the front legs.

You also get style and comfort with Rastetter Chairs that Fold—21 models from which to choose. Each chair is designed to reduce seating fatigue. Mail the coupon today for more information.

## LOUIS RASTETTER & SONS CO.

1320 Wall Street • Fort Wayne, Indiana

- ☐ Please send your free portfolio showing complete line of Rastetter wood and magnesium Chairs that Fold.
- ☐ Have your representative call soon.

Name \_\_\_\_\_ Title \_\_\_\_\_

Club \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



**LOUIS RASTETTER & SONS COMPANY**  
Fort Wayne, Indiana



# LETTERS TO THE EDITOR



To the Editors:

Noting the very interesting article in the September issue by Mr. Barbour as to wines, brings to my mind the fact that only a few days ago one of the dealers in wines in this territory asked me a great many questions about imported wines. Since he did not seem to find his answers in the books which have recently had a great vogue, I recommended to him a little book called "What About Wine" by Andre L. Simon, who as you know, founded the Wine and Food Society in London, after having spent a lifetime in the wine business.

This little book, published in England, answers all the questions any club manager's employees or his members might have on the subject of wine. It is very small so that it takes up no room in your pocket or on your desk.

No one, not even Grossman, Lichine or any of our gifted authors, denies that Andre Simon is an authority. From my viewpoint he is not only that, he is the authority of our day.

Sincerely,  
HARRY J. FAWCETT  
General Manager  
The Kansas City Club

## IT'S BRANDING TIME IN TEXAS

Have you fixed your brand to  
your reservation for these  
days?

Feb. 18 through Feb. 21

Remember

The eyes of Texas are upon  
you!

Harry Seide-Top Hand  
Reservation Crew  
Westwood County Club  
Rt. 4, Box 248  
Houston, Texas

In order to insure you of a  
good room when you make  
early reservations, a \$10.00  
deposit per person is required.  
This also helps the Texas Crew  
figure out how many gifts to  
buy.

# CLUB Management

THE NATIONAL MAGAZINE  
FOR EXECUTIVES OF TOWN  
AND COUNTRY CLUBS

An Independent Publication

Title Registered

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NO. 10

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CLUB MANAGEMENT: OCTOBER, 1958

5



**Booklets on 2000- and 5000-pound capacity fully automatic tube-ice machines are available to club executives from the Henry Vogt Machine Company, Inc.**

Containing pictures, details and specifications of both capacity units, the catalogs also give names of typical installations.

Among the leading clubs which

have installed the 2000-pound machine are the Pendennis Club, Louisville; Columbia Club, Indianapolis; University Club, Pittsburgh; Milwaukee Athletic Club; Gulf Stream Golf Club, Delray Beach, Fla.; Washington Athletic Club, Seattle; NCO Club, Ft. Knox, Ky.; Southern Hills Country Club, Tulsa; San Antonio Country Club; Louisville Country Club; Aronimink Golf Club, Newton Square, Pa.

Included in clubs having 5000-pound units are the Minneapolis Athletic Club, St. Paul Athletic Club and the Houston Club.

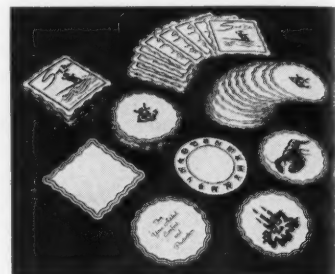
For a copy of the bulletins write Henry Vogt Machine Co., 10th and Ormsby Sts., Louisville 10, Ky.

**Food Service Research Institute** has announced the development of a simplified system to guide the manager through the "dark lanes" of the food departments. It is a do-it-yourself activity, a teamwork between the manager and the top men in the kitchen and dining room, plus a remote control coordination from the Institute's offices.

The Institute's plan, where the manager does the administrative work and FSRI does the detail and complicated work, coordinates all food angles

from costs to profits. It begins with the vendors' invoices and ends with the members' checks.

The Institute will welcome requests for subscription by a limited number of clubs who have no food control departments. For details write Food Cost Controls and Analyses Division, 1737 H St., N. W., Washington 6, D. C.



**To prevent hot or cold drinks from dripping and causing spots and stains on clothing and tablecloths, a new line of one-use coasters is announced by Hoffmaster Co., Oshkosh, Wis., and Hoffmaster Pacific Co., Los Angeles.**

Made of highly absorbent multi-ply cellulose and an opaque waxed paper base, these new Hoffmaster coasters are reported to soak up and hold every

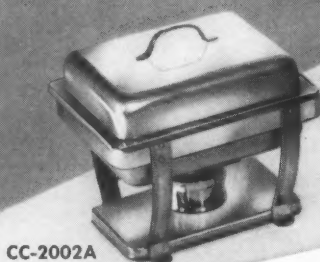
**You can have this starting**

**BUDGET BUFFET**

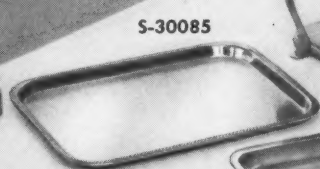
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**\$205<sup>30</sup>\***

*in attractive, durable, sanitary, stainless steel...*



CC-2002A



S-30085



CC-20251



S-30102



S-30072

CC-2002A Country Club Chafing Dish, 6 pt. capacity	63.00
S-30102 Salad Bowl, 10" diam.	17.15
S-30085 Oblong Tray 14" x 18"	13.20
S-30072 Calery Tray Oblong 9" x 4"	5.65
CC-20251 ** Country Club Chafing Dish, 2 gal. capacity	106.30
<b>TOTAL</b>	<b>205.30</b>

\*\*This is a single compartment unit. Can be adapted for 2-6-8 compartments at slightly additional cost.

**LEGION**, world-famous for their quality, introduces a new economy line of buffet ware providing a basic buffet layout for clubs, hotels, restaurants or caterers for only \$205.30. Here is an opportunity to create an eye-arresting buffet at budget prices that will build more business for you. As your business expands, you can add to your service from Legion's complete line of buffet ware.

Write for catalog and name of Legion dealer.



**LEGION UTENSILS CO., INC.**

21-07 40TH AVENUE, LONG ISLAND CITY 1, NEW YORK

Branch Offices: CHICAGO MIAMI BEACH SAN FRANCISCO BEVERLY HILLS

Visit our booths 2161-2162, National Hotel Exposition, November 3-7, New York City Coliseum, New York, New York

Write advertisers you saw it in CLUB MANAGEMENT: OCTOBER, 1958

# At the beautiful Ann Arbor Town Club

## Libbey's Aqua Tempo

harmonizes with the intimate décor



A charming corner of the Town Club main dining area. Glassware service here is exclusively Libbey . . . backed by the famous Libbey guarantee: "A new glass if the rim of a Libbey 'Safedge' glass ever chips."



The lovely interior design of Ann Arbor's Town Club gives the appearance of spacious "rooms within a room" due to skillful utilization of lighting, paneling, and color.

Blending with this setting are Libbey Aqua Tempo glasses for juice and beverage use. The attractive shape and color of these glasses have brought many favorable comments . . . and of course their durability and economy are important to Mr. Henry E. Charron, Club Manager.

Libbey Safedge Glassware is perfect for every restaurant operation. Libbey offers matching stemware to tie in bar and food service . . . your crest or monogram on every glass for a distinctive touch . . . a wide selection of patterns and all sizes . . . and a complete line, filling all your glassware needs from one reliable source.

For the most attractive and economical glassware service, see your Libbey Supply Dealer or write to Libbey Glass, Division of Owens-Illinois, Toledo 1, Ohio.



The new Tempo shape is available in crystal in five sizes . . . 16 oz. Iced Tea, 12 oz. Beverage, 9 oz. Old Fashioned, 6 oz. Juice and 4½ oz. Cocktail. The Juice, Beverage and Iced Tea glasses are also available in Golden, Charcoal and Aqua colors.

**LIBBEY SAFEDGE GLASSWARE**  
AN **®** PRODUCT

**OWENS-ILLINOIS**  
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the imported  
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Beefeater—symbol of  
integrity in British tradition  
and in the finest English Gin  
... unequalled since 1820

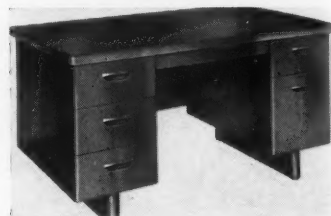
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## BEEFEATER GIN

Imported by KOBRAND CORPORATION, New York 1, N. Y. 94 Proof, Distilled from Grain

drop of moisture to eliminate all the nuisances of drippy cups and glasses. Also, the high wet-strength additive keeps them from disintegrating even after use with several drink services or several cups of coffee.

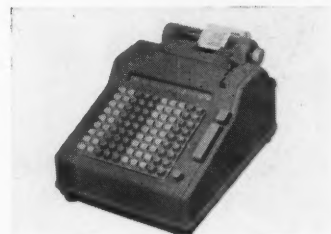
For more details write Dept. CM, Hoffmaster Co., Inc., Oshkosh, Wis., or Hoffmaster Pacific Co., Los Angeles 21.



Lyon Metal Products, Inc., is entering the desk field with a line of office desks and tables for front of the house operation.

The new items announced include a full size, 60 by 30 inch double pedestal desk; a 42 by 30 inch single pedestal desk; and a companion model 60 by 30 inch conference table.

For more details write Dept. CM, Lyon Metal Products, Aurora, Ill.



The National Cash Register Co. has announced a new economy line of adding machines to complete the regular line.

The following models are in the economy line: 10-column electric machine with addition and subtraction; 8-column electric with addition and subtraction; 8-column hand-operated with addition and subtraction; and 6-column straight adder with 7-column total.

Further information may be obtained from Dept. CM, National Cash Register Co., Dayton 9, O.

A series of five folders on floor maintenance is now available from Hillyard Chemical Co.

Covering treating specifications for terrazzo, concrete, wood, and composition floors plus a folder on gym floor layout, the files give maintenance tips, do's and don'ts, procedure steps, and are illustrated. They come in a handy 8 x 11-inch size for filing, and are



*dollar for dollar* **AMERICA'S GREATEST  
COOKWARE  
VALUE!**



## **Chef-Styled Commercial Aluminum Cookware**

### **Economical!**

You can spend more—but you can't buy better cookware than Chef-Styled—the *quality* line of commercial cookware that's made right . . . priced right! *Kitcheneered* for better cooking, Chef-Styled utensils give fast, even heat distribution . . . cut fuel costs . . . save time and money!

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Yes, Chef-Styled utensils last longer! Their rugged serviceability means extra years of dependable kitchen duty. Light-

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### **Preferred!**

More chefs, dieticians, food equipment buyers, restaurant and hotel owners are specifying Chef-Styled Cookware than ever before. Discover the advantages of this complete, fine quality line for yourself. Check the *every-day-low-prices* at your restaurant equipment dealer, or write direct.

***Made Right!***

***Priced Right!***



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FOR COMPLETE CATALOG**

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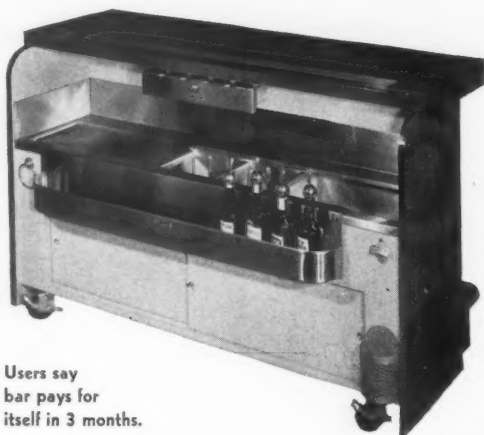
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**New York City, Nov. 3-7**

*Now — The New*

## PALEN Portable ALL FORMICA BAR



Users say  
bar pays for  
itself in 3 months.

TOP One piece formed  
Mahogany Formica with  
roll and gutter.

FRONT AND ENDS  
Blonde, Walnut or Ma-  
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BASE Black Formica  
and linoleum footrest.

SIZES 5'-0" or 6'-0"  
long 28" wide 43" high.

**Increase Liquor Sales—Cut overhead—  
Move bar to immediate area of party**

### LOOK AT THE FACTS

- Ideal for party rooms in hotels, private clubs, country clubs, fraternal orders and supper clubs.
- Passes through average doorways and moved on elevators.
- Stainless steel sinks, drainboard and ice compartment.
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### THESE FINE PLACES ARE USING OUR BARS

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Minneapolis Club (4)  
Kenwood Country Club, Bethesda (2)  
Town & Country Club, St. Paul (2)

Weller's Motel, Chicago  
Cincinnati Country Club (3)  
Monmouth Hotel, New Jersey  
1200 Beacon St. Hotel, Boston (3)  
Indiana Club, South Bend (2)

FOUR PALEN PORTABLE BARS ARE ALSO BEING FURNISHED IN THE  
NEW LA CONCHA HOTEL IN PUERTO RICO

### USEFUL ACCESSORIES

HANDY STAINLESS STEEL LIQUOR TROUGH FOR BOTTLES  
54" LONG AND SLIPS ON AND OFF EASILY

THE PALEN BAR-ETTE DRAWER WITH GLASS OR STAINLESS  
INSERTS FOR FRUITS

**You buy direct from Manufacturer—Write for price**

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FEDERAL 8-5636

Minneapolis 1, Minn.

holed for insertion in three-ring binders.

For copies of all five folders write  
Dept. CM, Hillyard Chemical Co.,  
St. Joseph, Mo.

An aerosol polish called **Flash Wax** which is claimed to clean, polish and restore as it dusts, is now available from Edward Don & Co.

Don states this new easy-to-use aerosol polish restores like-new luster quickly. It is recommended, according to Don, for all finished surfaces, enamel, woodwork, marble, Formica and stainless steel. It comes in 12-ounce cans.

For further information write Dept. CM, Edward Don & Co., 2201 S. La-Salle St., Chicago 16, Ill.



Qualheim, Inc., manufacturer of electrically operated vegetable cutting machinery, has announced the addition to its line of the "Q" cutter, a hand operated cutting unit which can produce crinkle-cut potatoes, ripple-cut cucumbers, potatoes and carrots, crinkle-cut onion rings, and salad trims.

The cutter, constructed of aluminum, is self standing and has suction cups on the feet which hold it in place when in use. The cutting knives are constructed of stainless steel.

For more information write Dept. CM, Qualheim, Inc., 1228 Racine St, Racine, Wis.



A new jet-stream high-compression steam cooker has been introduced to the club trade by Hotpoint.

It provides steam at 15 pounds per square inch gauge pressure in an average of 45 seconds and begins cooking immediately after the timer dial is set. It can turn out potatoes at



# Experienced Hands

of the *Hillyard* Maintaineer®

*can uncover Big Savings*

in Your Floor Maintenance Program

★ 1957 ★

★ MARKS OUR  
★ 50th Year  
★ OF SERVICE ★



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PUT THE  
*Hillyard* "MAINTAINER"<sup>®</sup>  
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DOLLARS GO FARTHER



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One of Many Second Generation Hillyard Maintainers.  
"He brings 50 years' experience to your floor maintenance problems."

"Young Mike" Heller has been a Hillyard Maintainer for the past 7 years. When he surveys a floor and recommends restoration, treatment, or maintenance —

he speaks with the authority of his own intensive Hillyard training, and job experience as Floor Maintenance Specialist.

he draws on the experience of the entire Hillyard organization, accumulated during a half century of service and leadership.

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and he gets a special boost from the experience of his father, M. G. Heller ("Mike Senior"), who has a distinguished record of nearly 20 years as a Hillyard Maintainer!

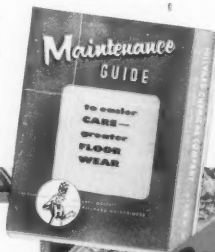
*Why* **SAVE PENNIES IN MATERIALS—WHEN YOU CAN SAVE DOLLARS IN LABOR?**

*Ask for a Free Hillyard*

**FLOOR SURVEY...**

and a complete floor treatment plan, serviced and supervised by your Hillyard Maintainer. He will be glad to train your custodial staff in most efficient use of tools and materials to carry out the plan. Consider him your own expert consultant on floor maintenance problems.

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Use Hillyard Products—  
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for a FREE  
FLOOR TREATMENT  
SURVEY**

**HILLYARD CHEMICAL CO.  
St. Joseph, Mo.**



**HILLYARD CHEMICAL CO.**

**St. Joseph, Mo.**

Please have your nearby Hillyard Maintainer show me how I can save real money on floor care.

Name.....Title.....

Institution.....

Address.....



the rate of two bushels an hour. Features claimed for it are humidity control, simplicity of operation and safety.

Write Dept. CM, Hotpoint Co., 6201 W. Roosevelt Rd., Berwyn, Ill., for complete details.



**A new method for eliminating the presence of flies, mosquitoes, gnats and other insects has just been announced by Huntington Laboratories.**

Using a newly developed automatic spraying method with a new non-toxic insecticide called Done-Died, minute doses are ejected into the air at regular intervals. The maker claims tests prove this method to be 99 per cent effective.

For more information write Dept. CM, Huntington Laboratories, Huntington, Ind.



**"Hottle, Jr."**—a new one-cup version of the Glasbake Coffee Hottle—has been introduced to the club and institutional market.

Like the regular two-cup Hottle, "Hottle, Jr." is designed to rest in the coffee cup for tray service, to keep the coffee hot and to prevent spilling. It has a steam-proof plastic collar, available in a wide choice of colors.

For more information write McKee Division, Thatcher Glass, Jennette, Pa.

**A bright, fully illustrated catalog on the Astra line of chairs is now available to clubs and other institutions.**

Included in the catalog are pictures and dimensions of chairs ranging from the famous Captains Chairs to bar stools, Mates Chairs and Commanders Chairs. Also included are tables.

For a copy write Dept. CM, Astra Bent Wood Furniture Co., 61 W. 46th St., New York 36, N. Y.

## Mop floors quicker with *Geerpres* mopping outfits



"FLOOR-KING" Twin Tank  
Mopping Outfit for  
mops to 36 oz.

Keeping floors clean is a constant battle that can't be eliminated. But it can be made easier. You'll get the job done in a hurry when you use a Geerpres mopping outfit.

Easy-working, powerful interlocking gearing wrings mops as dry as you please without twisting or tearing. Best of all, no splashing on clean floors or clothing.

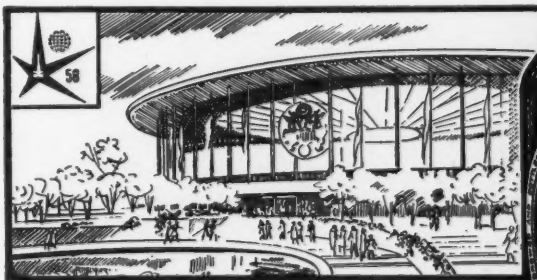
Geerpres buckets roll at a touch on quiet, rubber wheeled ball bearing casters. Electro-plated wringer and rugged, hot dip galvanized buckets stop rust—last for years in the hardest service.

Keep it clean. Get a Geerpres mopping outfit today. Both single and twin-tank outfits available in three sizes plus other mopping accessories. See your jobber or write for complete catalog.

*Geerpres*  
**WRINGER, INC.**  
P.O. BOX 658, MUSKEGON, MICH.

The only European beer  
served in the  
American pavilion at the  
Brussels World's Fair!

(...and the only beer served at the Netherlands Pavilion!)



HEINEKEN's unique qualities and great popularity have made it *America's largest selling imported beer!* HEINEKEN's unmatched flavor and quality have traditionally won World's Fair acclaim!

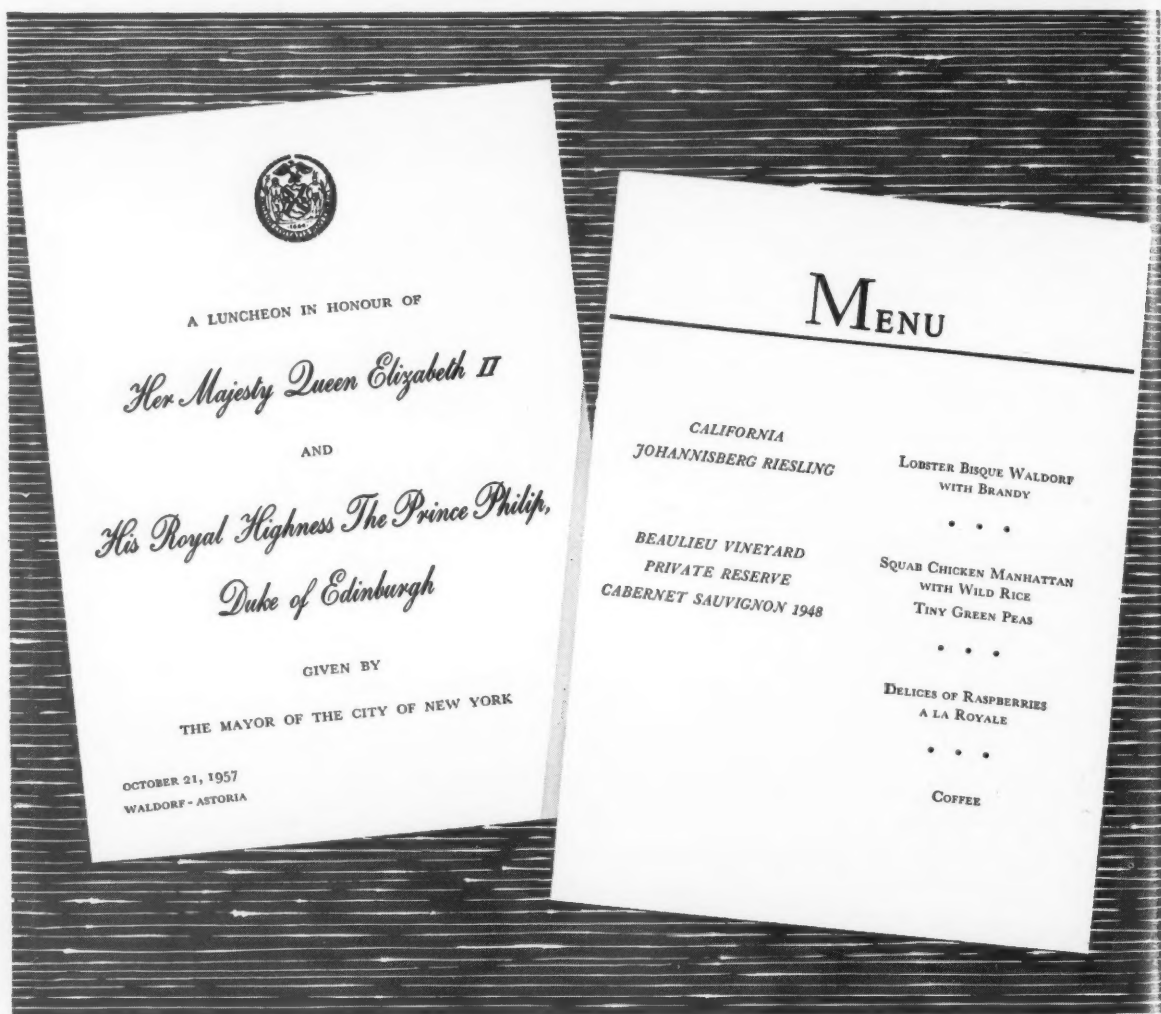
PARIS, 1873 • AMSTERDAM, 1883 • PARIS, 1889  
CHICAGO, 1933 • NEW YORK, 1939 • BRUSSELS, 1958

IMPORTED **Heineken's**  
HOLLAND BEER

Gen. U. S. Importers:  
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# Menus of Famous Occasions

NUMBER ONE OF A SERIES



## Beaulieu Vineyard

### BV

NAPA VALLEY WINES

*Among the World's Fine Wines*

BEAULIEU VINEYARD, RUTHERFORD, CALIFORNIA

Write advertisers you saw it in CLUB MANAGEMENT: OCTOBER, 1958

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**MAINTENANCE  
SERVICE  
WILL SAVE  
YOU MONEY  
EIGHT WAYS**



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You can budget your service expense, eliminate cost of repairs, and **YOU SAVE MONEY.**

### **2 REGULAR INSPECTIONS**

Detect undue wear or strain on parts. Regular inspections save you the worry of costly interruptions of your business system.

### **3 PROPER LUBRICATION**

Protects working parts of the machine against premature wear and corrosion.

### **4 PERIODICAL CLEANING**

Increases efficiency and lengthens the life of your machine.

### **5 PARTS WITHOUT COST**

Parts will be furnished without cost to users of National Maintenance Service.

### **6 FACTORY-MADE PARTS**

Parts made by the manufacturer are used to replace broken or worn parts.

### **7 QUICK SERVICE**

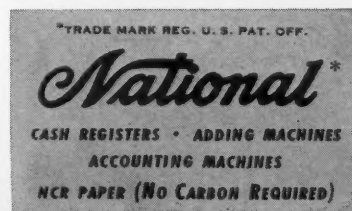
You can call us without additional cost any time your equipment is not operating satisfactorily.

### **8 BONDED SERVICEMEN**

Factory trained to give you efficient service and to **SAVE YOU MONEY.**

You invested in your National equipment for its money-saving features. National's "Preventive Maintenance" will maintain these savings *every year*—for *more years*. Call your nearby National Service Man for full details on National Maintenance.

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1039 OFFICES IN 121 COUNTRIES • HELPING BUSINESS SAVE MONEY



Write advertisers you saw it in CLUB MANAGEMENT: OCTOBER, 1958

# Tax Removed From Club Construction And Reconstruction—Other Taxes Reduced

How will the excise tax changes affect your club?

- NO tax on assessments for construction
- NO tax on assessments for re-construction
- NO tax on swimming pool admissions
- NO tax on honorary memberships
- Tax relief on life memberships

Now you can plan capital improvements, reconstruction and club additions without a tax penalty on members who contribute funds for these programs.

By **Walter A. Slowinski**  
Counsel for CMAA



ON September 2, 1958, the President signed H.R. 7125, the "Excise Tax Technical Changes Act of 1958," which contains helpful changes in the Internal Revenue Code of 1954 covering taxes on admissions and club dues. These changes become effective on January 1, 1959.

## Assessments for Capital Improvements

Under Section 132(b) of H.R. 7125, no 20 per cent club dues tax will be due on assessments paid for the construction or reconstruction of any social, athletic, or sporting facility (or any capital addition to or improvement of such facility) if the assessment is paid after January 1, 1959, the effective date of the Act, and the construction or reconstruction is begun on or after January 1, 1959. However, the Senate finance committee's report cautions that:

"Since the exemption is applicable only to assessments for construction, or reconstruction, of a facility, amounts used for the purchase of land will not be exempt from tax. Similarly, the use of funds for the purchase of existing facil-

ities will not be tax exempt. Exemption will be available for the construction or reconstruction of buildings as well as various outdoor facilities, such as tennis courts, swimming pools, and golf courses. Mere upkeep and repairs do not constitute construction or reconstruction."

## Tax on Life Memberships

Section 132(a) of H.R. 7125 revises the 20 per cent tax on life memberships so that it is more closely related to the cost and privileges of such memberships in individual cases. Life members will now have the alternative (1) of paying a tax based on the tax paid by members having privileges most nearly comparable to those held by the particular life member, or (2) of paying a one-time tax based on the amount actually paid for the membership. A taxpayer has up to six months after the effective date of the Act to make the election.

To provide a transitional grace period for making the new election, the Act permits a person who already has a life membership or who purchases one within six months after January 1, 1959, to have until June 30, 1959, to make the election. If the election is not made within such period, the life member will be required to pay an annual tax in the same amount as that paid by members (other than life

members) having the most nearly comparable privileges.

For example, assume that member A on January 1, 1957, purchased a life membership in a club for which he paid \$1000. For the years 1957 and 1958, Mr. A paid a tax of \$15 each year—the same amount paid by an active resident annual member. Since the effective date of H.R. 7125 is January 1, 1959, for this purpose, Mr. A will pay in 1959 an annual tax in the same amount as that paid by members (other than life members) having privileges most nearly comparable to

(Continued on page 73)

■ The Club Managers Association is especially indebted to Richard E. Daley, former president of the Association and now chairman of the governmental affairs committee, for the time and energy he has spent over the past few years in testifying before Congressional committees and working untiringly to see that club dues tax inequities were removed from the Internal Revenue Code.—Royce Chaney, President, CMAA.

Mr. Slowinski, counsel for the CMAA, is resident partner in Washington, D. C., for the Chicago law firm of Baker, McKenzie & Hightower.



# Club Managers Day At National Hotel Show

**C**lub managers will again lead off the National Hotel Show this year in New York City's Coliseum with Club Managers Day on November 3. The show itself, which features the latest ideas in equipment and supplies from leading purveyors to clubs, hotels and other institutions, runs from November 3-7 at the Coliseum, located at Columbus Circle.

Carl J. Engelhardt, manager of the Yale Club, New York City, and a regional director of the CMAA, is chairman of the four New York area chapters who are participating in the sponsorship of the Club Managers Day.

The four chapters will have a booth at the hotel show where managers can register, meet their friends or gain a bit of rest and peace away from the hubbub of the show proper. The New York City Chapter is in charge of this booth, M-9.

A regional business meeting and educational program arranged by the New Jersey Chapter will be held in the France Room, Room 414 (second mezzanine) in the Coliseum at 2 p.m. Monday, November 3.

Herbert J. Moran, Canoe Brook Country Club, Summit, N. J., and president of the New Jersey Chapter, and Richard M. Worthington, Plainfield (N. J.) Country Club, are joint chairmen of this program.

Featured speaker will be Frank Dugan of the Equitable Life Insurance Co. who will talk on "Road Map to Security." National officers of CMAA and representatives of the Texas Lone Star Chapter, who are putting on the national conference in Houston next February, have been invited to attend and say a few words. This has been arranged by the Connecticut Chapter under the supervision of Walter J. Satterthwait, Jr., Quinnipiac Club,

New Haven, Conn., and president of the Connecticut Chapter.

The annual Four-Chapter dinner dance will be held November 3 at the Savoy Hilton Hotel with cocktails from 6:30 to 8 p.m. and dinner at 8. Price will be \$12.50 per person to members of the association and their wives and \$15 for all others. There will be dancing from 9 p.m. to 1 a.m. It will be informal. All visiting club managers and their wives are cordially invited to attend with a request that they make advance reservations to Mr. Satterthwait.

The 43rd National Hotel Exposition, sponsored by the New York State Hotel Association and the Hotel Association of New York City, promises to be one of the best in history. Housed on three floors and the mezzanine, the booths will contain the latest in equipment, food and beverage ideas from leading purveyors and manufacturers throughout the United States.

The five-day program will offer a number of lectures and conferences in the various meeting rooms in the Coliseum which managers of clubs and other institutions will attend.

Chairman of the hotel show is Alfred Lewis, treasurer of the Hotel Association of New York City and general manager of the Taft Hotel. Vice chairman is Thomas A. Dandrew, first vice president of the New York State Hotel Association, and associated with American Hotels Corp., New York City.

Regular advertisers in CLUB MANAGEMENT will exhibit at the show, and managers are urged to visit their booths and get acquainted with their representatives. Included, with their booth numbers, are:

Aatell & Jones, Inc., 2065; Angelica Uniform Co., 2134; Anheuser-Busch,

Inc., 2015; Armour and Co., 2067-2068; AutoBar Systems Div., American Machines and Metals, Inc., 3140; H. W. Baker Linen, 2168; Bally Case and Cooler Co., 1194-1195; Benco Trading Co., Inc., 2115.

A. N. Brabrook, Inc., 2113; Canada Dry Corp., 2106-2108; Cling Peach Advisory Board, 3035; Conway Import Co., Inc., 2059-2060; Dennis Water Cress, Inc., 2093; E. I. DuPont de Nemours & Co., Inc., 3204; Duvernoy Bakeries, 2104-2105; H. J. Heinz Co., 2094-2095; Howell Co., Div. of Acme Steel Co., 2126-2127.

Huntington Furniture Corp., 2208-2209; International Silver Co., 3133-3134; Jordan's Old Virginia Smokehouse, 3009; Kraft Foods—Div. of National Dairy Products Corp., 2045-2048; Legion Utensils Co., Inc., 2161-2162; Libbey Glass Div. Owens-Illinois Glass Co., 2176; Wm. Liddell & Co., Inc., 2196; Lyons-Alpha Products Co., 2206-2207.

Miller Brewing Co., 1128; National Cash Register Co., 2167; Park & Tilford, 3092; Pfaelzer Brothers, 2058; Qualheim, Inc., 1010; Louis Rastetter & Sons Co., 3128-3129; Scotsman, Queen Products, 1042; Selmix Dispensers, Inc., 1129-30; John Sexton & Co., 2169-2170.

Shane Uniform Co., Inc., 3072-3073; Shenango China, Inc., 1160-1162; Harlow C. Stahl Co., 2158; Sterling China Co., 1003; Sterno, Inc., 2183-2184; J. P. Stevens & Co., Inc., 2181; Straus-Duparquet, Inc., 2199-2200; Van Munching & Co., 3199.

Vogel-Peterson Co., 3064-3065; Henry Vogt Machine Co., 1059; Vollrath Co., 1145-1147; Wakefield's Deep Sea Trawlers, Inc., 3062-3063; Walker China Co., 3087-3088; Wear-Ever Aluminum, Inc., 2188-2189 and 2204-2205; The Wesson Oil People, 3157-3158.



A view of the lounge at the Petroleum Club in Wichita, Kan.

## Clubs Remodel, Buy New Equipment To Keep Pace With Expanding Market

**F**ROM coast to coast and border to border clubs are reporting increased business in almost every department. To keep up with this booming business clubs are remodeling, buying new equipment, expanding their facilities.

With more than 400 new clubs opened last year and 800 more under construction, it is evident that existing clubs must keep their facilities up-to-date to provide their members with the same accommodations that are being made available by the new clubs. Thus, CLUB MANAGEMENT asked managers across the country to report on remodeling and equipment purchases, and their answers appear here.

### New Equipment, New Quarters Renew Interest in Club

Harold Roach

Petroleum Club  
Wichita, Kansas

**W**E have recently spent \$430,000 on new quarters and new equipment to handle our active membership. We feed from 400 to 500 people a day and gross business averages about \$20,000 a month, about \$16,000 of which is food business.

We spent \$80,000 on our new kitchen, installed all electrical and stainless steel equipment.

Other equipment included dining room chairs and tables, lounge furniture, wool rugs and vinyl plastic tile for the floor. Colors are tans, browns and light yellow.

Now we can seat 350 people in our dining rooms as compared with 250 previously. We have cut some labor costs because of the new equipment and we feel that good equipment is well worth the price.

In the old quarters we had to keep members waiting for lunch, but this doesn't happen now. We believe that a club must be kept up to date in every department if it is to hold its membership.

### Remodeling Ups Business, Brings Members to Club

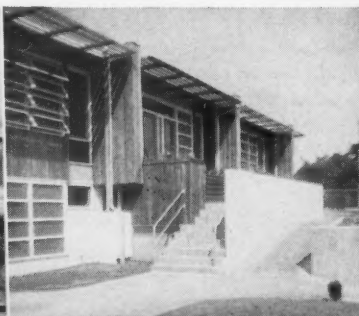
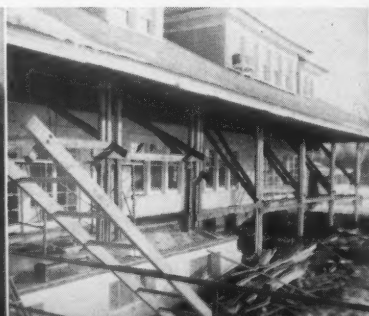
Frank A. Macioge

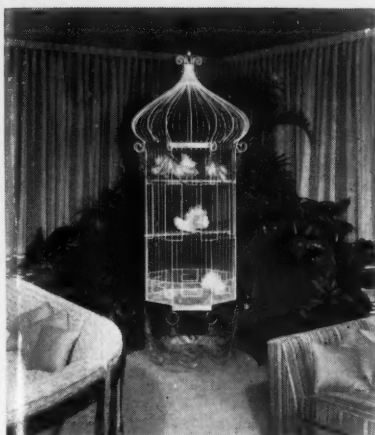
Kalamazoo Country Club  
Kalamazoo, Michigan

**T**HE major remodeling project at Kalamazoo Country Club started January 1 and was completed by the

These four views of the porch at Kalamazoo (Mich.) Country Club show what can be done with old club facilities. At left is a view of the old porch, next is a picture of the reconstruction, third is shot

of exterior of new porch and finally is view of the porch inside, set up for dining. The new facility has increased the club's seating space immensely.





A gilded cage is highlight of new Gold Room at "The Club" in Birmingham, Ala.

end of April. The old porch was torn down, which was approximately 12 by 62 feet and the new part now is 32 by 102 feet giving us additional dining and living area of about 3200 square feet.

This porch can be divided into four private rooms or one large dining and dancing area. This has proved to be a worthwhile expenditure and has given the membership a feeling of spaciousness they never had before. We now can accommodate more people at our parties and, in general, it is an addition that is very beneficial to the club.

We have a basement area that was not completed this year. There will be a new ladies locker room, lounge, shower and dressing rooms in one section and a teenage room in another section of the new portion of the clubhouse. This addition, including the landscaping, retaining walls and a

new septic tank, comes to an approximate cost of \$80,000.

We installed a paging and hi-fi system at a cost of about \$2200. New kitchen equipment installed this year included a Garland open top range with oven, fry top range with oven, a broiler with cabinet base at a cost of about \$1700.

We also bought a new Royal electric typewriter and a new duplicating machine. All the equipment replaced this year has made it easier to do a better job and to speed up service. We also find that we have had an approximate increase of five to seven per cent in the food and beverage departments.

The club intends to remodel the men's locker rooms and lounge this coming year. We expect to finish the women's locker rooms and the men will take over the room vacated by the women, thus increasing our locker rooms, lounge, shower rooms and toilet facilities.

We have had more membership participation this year than at any other time. Our luncheon business shows a definite increase as does the dinner business.

## Membership Strongly Supports New Club Near Minneapolis

LaRoi Westin

Wayzata Country Club  
Wayzata, Minnesota

**T**HIS spanking, brand new club has a membership goal of 350 and now has over 300. It is definitely a family club and one of the very few of its kind.



Top view is of the upper terrace looking from the pool at the new Wayzata (Minn.) Country Club. Lower picture shows the main dining room of the club.



In less than two years we have completed an 18-hole golf course. We have a fine school of riding, complete with an outdoor arena. The club also boasts an Olympic-size swimming pool, and tennis courts and we are now contemplating trap shooting, badminton, archery and shuffleboard. Also in the plans is a teen-age house complete with soft drink bar, barbecue, dance area (juke box and piano) and a room for various games.

The entire club is air conditioned and has two complete kitchens, one for the grill, serving the terrace and pool, located on the lower level. The main kitchen services banquets and regular members' luncheons and dinners.

We are equipped at the present time to provide adequate service for banquets up to 600. The average number of meals served daily for June and July was 300. The club is enjoying a tremendous daily attendance for uses of all sports and activities.

## New Gold Room Boosts Food Volume by \$131,000

Lamar Ham

The Club  
Birmingham, Alabama

**W**E completed construction of the new Gold Room and opened it to members on May 1, 1957. For the year preceding the opening of this new facility, our food and beverage sales

The Gold Room at "The Club," Birmingham, Ala., boosted food and beverage business by more than \$130,000.







An exterior shot showing the main entrance of the new Paradise Valley Country Club, near Phoenix.



A view of the Paradise Valley dining room and part of the cocktail lounge taken from the cocktail lounge. In the back are Arcadia doors leading out to the inner terrace and swimming pool and beyond is the outline of the original club building.

totaled \$517,757. For the year ending May 1, 1958, our sales had increased to \$648,775.

A volume increase of \$131,000 the first year would certainly indicate that our members acted wisely in voting to construct this new addition to what we regard as Alabama's finest club. Total cost of the new addition exceeded \$360,000 and will be completely paid for at the end of this year. Whereas the average establishment would have financed such an expansion over a period of 20 years, we will have ours paid for in 20 months. Centers of attraction in the new room are the huge Steinway Kappa Shell piano and the wrought iron bird cage.

At the present time we are beginning a program of redecorating the original club facilities (bar, dining room, terrace lounge and private

room). We plan to spend \$35,000 on this program.

The people of Birmingham are behind "The Club" 100 per cent and the loyal support and fine patronage of our members has enabled us to keep our dues and selling prices at

the 1951 level in spite of continued rising costs.

Since the "new" is now wearing off the Gold Room we are counting on our current redecorating program to stimulate member support and patronage. I have set a food and beverage sales quota of \$670,000 for 1958 and don't see any reason why we shouldn't make it.

## Acoustical Ceiling Improves Dining Room

Roy Leonard

Cuvier Press Club  
Cincinnati, Ohio

WE have done quite a lot of cleaning, painting and decorating in the club this year, to the extent of about \$12,000 to \$15,000.

One of the nicest things we did was to add an acoustical ceiling and recessed lighting in our main dining room, which makes it much nicer to serve in as people can hear each other at their own table. The lighting is much more agreeable and efficient.

We installed two new ice cubers last spring and they will easily pay for themselves before the one-year guarantee on parts is up.

Also, we wrecked two buildings next to the club and are in the process of making a small parking lot available to the members, which I am sure will help our luncheon business, at least on rainy days.

## Old Club Used for Parties; New Club Doubles Volume

William J. Hodges

Paradise Valley Country Club  
Scottsdale, Arizona

OUR club is relatively new, being organized in 1953, with the final clubhouse opening in February of this year, although we had, of course, (Continued on page 50)

This view of the dining room at the Cuvier Press Club, Cincinnati, shows the acoustical ceiling and recessed lighting recently installed. Manager Roy Leonard is in the background.





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Kraft Spanish Olives are grown and cured in the Seville province, Spain, most famous olive country in the world. They are shipped in bulk to America where they are hand packed.

Kraft Ripe Olives are the renowned "California Blacks." The best grades are selected by Kraft and packaged for a discriminating clientele.

You will find it costs no more to standardize on Kraft quality. Ask your Kraft Man to show you samples the next time he calls on you.

### In glass gallons...

- |                                 |                                       |
|---------------------------------|---------------------------------------|
| ① Whole Queens—Large            | ④ Pimiento-Stuffed Queens—Jumbo       |
| ② Whole Queens—Jumbo            | ⑤ Pitted Manzanillas—Large            |
| ③ Pimiento-Stuffed Queens—Large | ⑥ *Pimiento-Stuffed Manzanillas—Large |

\*Also packed in glass quarts

### In #10 tins...

- |                    |                    |                       |
|--------------------|--------------------|-----------------------|
| ⑦ Plain Ripe—Large | ⑧ Plain Ripe—Jumbo | ⑨ Plain Ripe—Colossal |
|--------------------|--------------------|-----------------------|



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# Expenses of Most Country Clubs Were Higher Than Dues Income in 1957

By Joseph H. Nolin, C.P.A.  
Horwath & Horwath

COUNTRY clubs have been bothered by the high cost of living recently just as much as Mr. John Q. Public, according to "Country Club Operations in 1957," the ninth annual study on the subject prepared by Horwath & Horwath, accountants and consultants. Just released, the study covers 52 clubs of all different sizes located near 38 principal cities throughout the country.

Only the large country clubs had dues available for members' equity in

## SEE PAGE 25 FOR CHARTS

1957 but only the small clubs showed an improvement in operating results over 1956. The amount of dues available for members' equity in the large clubs was less than in 1956, while the deficiency of dues shown by the medium-sized clubs was slightly larger than in the preceding year. The clubs supplying operating data for the study were divided into the following groups:

Eighteen small country clubs, each

with membership dues income of under \$100,000 (including regular assessments in two clubs);

Twenty medium-sized country clubs, each with membership dues income of between \$100,000 and \$200,000 (including regular assessments in four clubs);

Twelve large country clubs, each with membership dues income of between \$200,000 and \$300,000 (including regular assessments in four clubs); and

Two very large country clubs, each with membership dues income of over \$300,000 (including a regular assessment in one of the clubs).

Breaking down the dues dollar of the small clubs, we find it was spent in the following ways: clubhouse operations, 34.5 cents in 1957, compared with 37.3 cents in 1956; golf and grounds, 39.2 cents, compared with 38.3 cents; other outside activities, 2.1 cents, the same as in 1956; and fixed charges, 17.2 cents, in contrast to 15.7 cents. Thus, there remained an average of 7.0 cents of dues available for

depreciation, compared with 6.6 cents in the preceding year.

A similar breakdown of the dues dollar of the medium-sized clubs is as follows: clubhouse operations, 41.1 cents in 1957, compared with 41.0 cents in 1956; golf and grounds, 31.0 cents, the same as in 1956; other outside activities, 2.0 cents, compared with 2.2 cents; and fixed charges, 16.1 cents, compared with 15.9 cents. This left an average of 9.8 cents of dues available for depreciation, compared with 9.9 cents in the preceding year.

A breakdown of the dues dollar of the large clubs follows: clubhouse operations, 40.5 cents, compared with 39.0 cents in 1956; golf and grounds, 25.2 cents, compared with 24.7 cents; other outside activities, 2.2 cents, compared with 2.3 cents; and fixed charges, 16.8 cents, the same as in 1956. There remained 15.3 cents of dues available for depreciation, compared with 17.2 cents in the preceding year.

Total club payroll was higher than in 1956 in all three groups of clubs, but only in the small clubs was the proportionate rise greater than the increase in total income, including dues and assessments. The ratio of total club payroll to total income was the same as in 1956 in the medium-sized clubs and lower than in the preceding year in the large country clubs. Restaurant payroll followed similar patterns in the small and medium-sized clubs, but in the large clubs, the increase in the amount of food and beverage payroll was also reflected in the fractional rise in the ratio of this departmental payroll to total food and beverage sales.

### Golf Course and Grounds Expenses

	18 Small Country Clubs (Dues under \$100,000)		20 Medium Country Clubs (Dues of \$100,000 to \$200,000)		12 Large Country Clubs (Dues of \$200,000 to \$300,000)	
	1957	1956	1957	1956	1957	1956
Greens and grounds maintenance						
Payroll	\$1319	\$1228	\$1810	\$1691	\$1891	\$1767
Supplies and contracts	339	349	513	553	394	361
Repairs to equipment, course buildings, fences, bridges, etc.	161	159	203	178	302	242
Water, electricity and other expenses	68	71	192	161	178	140
Total maintenance exclusive of fixed charges	1887	1807	2718	2583	2765	2510
Golf shop, caddy and tournament expenses	285	273	314	293	417	407
Total	2172	2080	3032	2876	3182	2917
Deduct green fees	345	344	737	698	532	482
Net golf course and grounds expense exclusive of fixed charges	\$1827	\$1736	\$2295	\$2178	\$2650	\$2435



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Again... for the second straight year, television's newest, most popular sports attraction returns to the nation's TV screens October 11th, as "ALL-STAR GOLF" is brought to all America via ABC-TV coast-to-coast by Miller High Life.

Each week for 26 weeks two of golf's greatest stars compete in an 18-hole match for fabulous cash prizes. All the excitement and tense drama of tournament golf come your way on TV. You'll get a caddy's-eye view of every play on this thrilling full-hour telecast.

Each week the Miller High Life "quality story" will reach the millions of TV viewers across the nation building more and more sales for Miller High Life retailers.

... and back of all this, the Miller national advertising program will carry the message of "ALL-STAR GOLF" via all major media to countless millions of consumers. Attractive, hard-hitting point-of-sale material will back up this promotion.



Check your Miller distributor or your local newspaper for day, time and stations telecasting "ALL-STAR GOLF" in your area.

**ABC TV**

© Miller Brewing Company

## Breakdown of Club Costs and Sales

Charts by Horwath & Horwath

Clubs	NUMBER OF MEMBERS				FOOD SALES				BEVERAGE SALES				TOTAL SALES AND OTHER INCOME*			
	Regular	Total	Ratio to Sales	Ratio to Dues	Total	Per Member	Ratio to Dues	Ratio to Sales	Total	Per Member	Ratio to Dues	Ratio to Sales	Total	Per Member	Ratio to Dues	Ratio to Sales
1	144	348	15.8%	103.2%	\$ 110	\$ 76.4	103.2%	103.2%	\$ 110	\$ 76.4	103.2%	103.2%	\$ 110	\$ 76.4	103.2%	103.2%
2	179	396	18.3%	103.2%	\$ 134	\$ 74.8	103.2%	103.2%	\$ 134	\$ 74.8	103.2%	103.2%	\$ 134	\$ 74.8	103.2%	103.2%
3	168	320	16.8%	103.2%	\$ 110	\$ 65.5	103.2%	103.2%	\$ 110	\$ 65.5	103.2%	103.2%	\$ 110	\$ 65.5	103.2%	103.2%
4	304	479	20.4%	103.2%	\$ 219	\$ 72.0	103.2%	103.2%	\$ 219	\$ 72.0	103.2%	103.2%	\$ 219	\$ 72.0	103.2%	103.2%
5	300	501	20.0%	103.2%	\$ 219	\$ 73.0	103.2%	103.2%	\$ 219	\$ 73.0	103.2%	103.2%	\$ 219	\$ 73.0	103.2%	103.2%
6	180	348	18.0%	103.2%	\$ 134	\$ 74.4	103.2%	103.2%	\$ 134	\$ 74.4	103.2%	103.2%	\$ 134	\$ 74.4	103.2%	103.2%
7	334	423	22.2%	103.2%	\$ 266	\$ 79.6	103.2%	103.2%	\$ 266	\$ 79.6	103.2%	103.2%	\$ 266	\$ 79.6	103.2%	103.2%
8	225	237	16.5%	103.2%	\$ 180	\$ 84.4	103.2%	103.2%	\$ 180	\$ 84.4	103.2%	103.2%	\$ 180	\$ 84.4	103.2%	103.2%
9	255	548	22.2%	103.2%	\$ 211	\$ 82.7	103.2%	103.2%	\$ 211	\$ 82.7	103.2%	103.2%	\$ 211	\$ 82.7	103.2%	103.2%
10	201	380	18.0%	103.2%	\$ 156	\$ 77.6	103.2%	103.2%	\$ 156	\$ 77.6	103.2%	103.2%	\$ 156	\$ 77.6	103.2%	103.2%
11	219	247	19.9%	103.2%	\$ 171	\$ 78.1	103.2%	103.2%	\$ 171	\$ 78.1	103.2%	103.2%	\$ 171	\$ 78.1	103.2%	103.2%
12	223	313	18.3%	103.2%	\$ 177	\$ 79.4	103.2%	103.2%	\$ 177	\$ 79.4	103.2%	103.2%	\$ 177	\$ 79.4	103.2%	103.2%
13	299	407	20.7%	103.2%	\$ 238	\$ 80.0	103.2%	103.2%	\$ 238	\$ 80.0	103.2%	103.2%	\$ 238	\$ 80.0	103.2%	103.2%
14	249	335	19.4%	103.2%	\$ 199	\$ 79.9	103.2%	103.2%	\$ 199	\$ 79.9	103.2%	103.2%	\$ 199	\$ 79.9	103.2%	103.2%
15	219	247	19.9%	103.2%	\$ 171	\$ 78.1	103.2%	103.2%	\$ 171	\$ 78.1	103.2%	103.2%	\$ 171	\$ 78.1	103.2%	103.2%
16	495	828	24.5%	103.2%	\$ 396	\$ 81.2	103.2%	103.2%	\$ 396	\$ 81.2	103.2%	103.2%	\$ 396	\$ 81.2	103.2%	103.2%
17	371	554	22.2%	103.2%	\$ 297	\$ 80.0	103.2%	103.2%	\$ 297	\$ 80.0	103.2%	103.2%	\$ 297	\$ 80.0	103.2%	103.2%
18	234	498	19.4%	103.2%	\$ 187	\$ 80.3	103.2%	103.2%	\$ 187	\$ 80.3	103.2%	103.2%	\$ 187	\$ 80.3	103.2%	103.2%
Average	269*	443	19.4%	103.2%	\$ 211	\$ 82.7	103.2%	103.2%	\$ 211	\$ 82.7	103.2%	103.2%	\$ 211	\$ 82.7	103.2%	103.2%
19	231	290	18.3%	103.2%	\$ 185	\$ 80.1	103.2%	103.2%	\$ 185	\$ 80.1	103.2%	103.2%	\$ 185	\$ 80.1	103.2%	103.2%
20	379	491	20.4%	103.2%	\$ 303	\$ 80.0	103.2%	103.2%	\$ 303	\$ 80.0	103.2%	103.2%	\$ 303	\$ 80.0	103.2%	103.2%
21	214	478	19.4%	103.2%	\$ 171	\$ 78.1	103.2%	103.2%	\$ 171	\$ 78.1	103.2%	103.2%	\$ 171	\$ 78.1	103.2%	103.2%
22	525	1318	24.5%	103.2%	\$ 416	\$ 81.2	103.2%	103.2%	\$ 416	\$ 81.2	103.2%	103.2%	\$ 416	\$ 81.2	103.2%	103.2%
23	300	533	20.0%	103.2%	\$ 240	\$ 80.0	103.2%	103.2%	\$ 240	\$ 80.0	103.2%	103.2%	\$ 240	\$ 80.0	103.2%	103.2%
24	261	391	19.1%	103.2%	\$ 209	\$ 79.9	103.2%	103.2%	\$ 209	\$ 79.9	103.2%	103.2%	\$ 209	\$ 79.9	103.2%	103.2%
25	N.A.	361	N.A.	103.2%	\$ 289	\$ 82.7	103.2%	103.2%	\$ 289	\$ 82.7	103.2%	103.2%	\$ 289	\$ 82.7	103.2%	103.2%
26	290	420	19.4%	103.2%	\$ 232	\$ 79.9	103.2%	103.2%	\$ 232	\$ 79.9	103.2%	103.2%	\$ 232	\$ 79.9	103.2%	103.2%
27	365	555	22.2%	103.2%	\$ 292	\$ 81.2	103.2%	103.2%	\$ 292	\$ 81.2	103.2%	103.2%	\$ 292	\$ 81.2	103.2%	103.2%
28	338	545	20.7%	103.2%	\$ 270	\$ 82.7	103.2%	103.2%	\$ 270	\$ 82.7	103.2%	103.2%	\$ 270	\$ 82.7	103.2%	103.2%
29	289	529	19.4%	103.2%	\$ 231	\$ 80.0	103.2%	103.2%	\$ 231	\$ 80.0	103.2%	103.2%	\$ 231	\$ 80.0	103.2%	103.2%
30	440	465	19.4%	103.2%	\$ 352	\$ 80.0	103.2%	103.2%	\$ 352	\$ 80.0	103.2%	103.2%	\$ 352	\$ 80.0	103.2%	103.2%
31	283	359	19.4%	103.2%	\$ 226	\$ 80.0	103.2%	103.2%	\$ 226	\$ 80.0	103.2%	103.2%	\$ 226	\$ 80.0	103.2%	103.2%
32	209	303	18.3%	103.2%	\$ 167	\$ 79.9	103.2%	103.2%	\$ 167	\$ 79.9	103.2%	103.2%	\$ 167	\$ 79.9	103.2%	103.2%
33	467	649	22.2%	103.2%	\$ 373	\$ 82.7	103.2%	103.2%	\$ 373	\$ 82.7	103.2%	103.2%	\$ 373	\$ 82.7	103.2%	103.2%
34	388	532	20.7%	103.2%	\$ 310	\$ 80.0	103.2%	103.2%	\$ 310	\$ 80.0	103.2%	103.2%	\$ 310	\$ 80.0	103.2%	103.2%
35	443	615	22.2%	103.2%	\$ 354	\$ 80.0	103.2%	103.2%	\$ 354	\$ 80.0	103.2%	103.2%	\$ 354	\$ 80.0	103.2%	103.2%
36	496	500	19.4%	103.2%	\$ 397	\$ 80.0	103.2%	103.2%	\$ 397	\$ 80.0	103.2%	103.2%	\$ 397	\$ 80.0	103.2%	103.2%
37	350	604	20.0%	103.2%	\$ 280	\$ 80.0	103.2%	103.2%	\$ 280	\$ 80.0	103.2%	103.2%	\$ 280	\$ 80.0	103.2%	103.2%
38	417	1070	24.5%	103.2%	\$ 333	\$ 81.2	103.2%	103.2%	\$ 333	\$ 81.2	103.2%	103.2%	\$ 333	\$ 81.2	103.2%	103.2%
Average	353*	553	19.4%	103.2%	\$ 281	\$ 82.7	103.2%	103.2%	\$ 281	\$ 82.7	103.2%	103.2%	\$ 281	\$ 82.7	103.2%	103.2%
39	311	641	20.0%	103.2%	\$ 249	\$ 80.0	103.2%	103.2%	\$ 249	\$ 80.0	103.2%	103.2%	\$ 249	\$ 80.0	103.2%	103.2%
40	400	771	20.0%	103.2%	\$ 320	\$ 80.0	103.2%	103.2%	\$ 320	\$ 80.0	103.2%	103.2%	\$ 320	\$ 80.0	103.2%	103.2%
41	313	546	19.4%	103.2%	\$ 250	\$ 80.0	103.2%	103.2%	\$ 250	\$ 80.0	103.2%	103.2%	\$ 250	\$ 80.0	103.2%	103.2%
42	500	1064	24.5%	103.2%	\$ 399	\$ 81.2	103.2%	103.2%	\$ 399	\$ 81.2	103.2%	103.2%	\$ 399	\$ 81.2	103.2%	103.2%
43	260	558	19.4%	103.2%	\$ 208	\$ 79.9	103.2%	103.2%	\$ 208	\$ 79.9	103.2%	103.2%	\$ 208	\$ 79.9	103.2%	103.2%
44	240	367	18.3%	103.2%	\$ 192	\$ 79.9	103.2%	103.2%	\$ 192	\$ 79.9	103.2%	103.2%	\$ 192	\$ 79.9	103.2%	103.2%
45	700	1031	24.5%	103.2%	\$ 560	\$ 81.2	103.2%	103.2%	\$ 560	\$ 81.2	103.2%	103.2%	\$ 560	\$ 81.2	103.2%	103.2%
46	836	2396	24.5%	103.2%	\$ 669	\$ 81.2	103.2%	103.2%	\$ 669	\$ 81.2	103.2%	103.2%	\$ 669	\$ 81.2	103.2%	103.2%
47	315	857	20.0%	103.2%	\$ 252	\$ 80.0	103.2%	103.2%	\$ 252	\$ 80.0	103.2%	103.2%	\$ 252	\$ 80.0	103.2%	103.2%
48	184	374	18.3%	103.2%	\$ 147	\$ 79.9	103.2%	103.2%	\$ 147	\$ 79.9	103.2%	103.2%	\$ 147	\$ 79.9	103.2%	103.2%
49	1031	1234	20.0%	103.2%	\$ 825	\$ 80.0	103.2%	103.2%	\$ 825	\$ 80.0	103.2%	103.2%	\$ 825	\$ 80.0	103.2%	103.2%
50	1535	1535	19.4%	103.2%	\$ 1228	\$ 80.0	103.2%	103.2%	\$ 1228	\$ 80.0	103.2%	103.2%	\$ 1228	\$ 80.0	103.2%	103.2%
Average	552	948	19.4%	103.2%	\$ 441	\$ 82.7	103.2%	103.2%	\$ 441	\$ 82.7	103.2%	103.2%	\$ 441	\$ 82.7	103.2%	103.2%
51	802	1505	20.0%	103.2%	\$ 641	\$ 80.0	103.2%	103.2%	\$ 641	\$ 80.0	103.2%	103.2%	\$ 641	\$ 80.0	103.2%	103.2%
52	1957	2187	20.0%	103.2%	\$ 1565	\$ 80.0	103.2%	103.2%	\$ 1565	\$ 80.0	103.2%	103.2%	\$ 1565	\$ 80.0	103.2%	103.2%

\*-thousands. \*\*-Ratio to dues plus assessments in Clubs 6, 12, 19, 26, 31, 32, 43, 44, 48, 49 and 52.  
\*-Average only of those clubs reporting this item. \*\*-Excluding dues and initiation and transfer fees.

RESTAURANT PROFIT		NET COST OF CLUBHOUSE OPERATION*		NET COST OF GOLF AND GROUNDS*		TOTAL CLUB PAYROLL		DUES AVAILABLE FOR DEPRECIATION*		Clubs
Ratio to Sales						Ratio to Total Income				
1957	1956	1957	1956	1957	1956	1957	1956	1957	1956	
25.3%	24.0%	<b>14.7</b>	10.4%	58.6%	65.6%	34.4%	36.3%	29.8%	13.8%	1
16.8	20.2	45.5	27.4	58.6	39.6	38.9	35.8	<b>1.8</b>	13.5	2
19.7	20.5	31.0	34.7	45.6	52.0	35.2	38.7	17.9	5.6	3
14.5	19.2	48.3	34.7	45.6	40.1	41.5	38.3	<b>14.8</b>	16.6	4
21.8	25.3	20.5	19.8	41.5	43.6	36.3	34.1	28.3	28.3	5
16.8	16.8	21.0	36.4	35.7	31.2	34.2	33.6	12.6	2.0	6
2.6	6.3	55.8	56.1	22.3	26.9	37.4	38.5	12.0	4.0	7
13.3	10.4	38.7	30.8	36.3	27.8	35.0	32.8	1.5	23.0	8
14.6	12.6	33.5	32.4	31.0	29.7	33.1	32.6	19.6	24.7	9
30.6	23.9	9.3	36.0	49.0	48.9	33.4	38.5	20.3	7.4	10
17.9	14.6	39.9	42.5	35.0	32.2	40.3	38.8	1.1	5.1	11
14.6	10.4	41.7	46.6	37.8	38.6	39.7	36.8	1.7	1.9	12
18.5	16.3	39.0	38.6	47.8	49.4	36.2	36.2	2.9	1.3	13
15.9	12.7	47.9	53.7	44.1	34.9	41.8	39.1	<b>18.8</b>	<b>13.5</b>	14
35.9	35.0	<b>17.5</b>	17.7	46.6	33.3	39.1	35.6	4	4.6	15
9.8	6.8	40.6	35.4	40.7	31.7	40.7	39.6	6	1.9	16
15.2	16.1	38.6	31.0	35.7	31.8	38.5	36.6	9.0	22.1	17
23.8	17.9	43.3	69.0	38.0	43.1	42.3	44.3	<b>128.9</b>	17	18
19.0%	18.2%	34.5%	37.3%	39.2%	38.3%	37.9%	36.9%	7.0%	6.6%	Average
13.6%	6.9%	43.8%	43.7%	34.6%	26.6%	38.2%	37.7%	9.8%	19.9%	19
12.9	13.9	27.6	29.0	37.0	37.9	37.9	39.0	15.7	16.8	20
11.3	10.4	54.0	24.8	34.0	37.3	37.3	38.6	12.2	<b>13.3</b>	21
12.9	12.9	33.7	26.3	19.8	21.0	37.4	36.5	3.8	<b>11.8</b>	22
12.2	9.7	37.0	43.8	28.5	31.1	42.6	42.6	5.8	<b>11.8</b>	23
20.2	20.2	38.3	37.2	40.0	32.7	40.0	32.7	10.4	5	24
<b>110.4</b>	<b>13.0</b>	90.6	87.8	28.2	10.3	13.0	41.3	<b>131.4</b>	<b>133.8</b>	25
10.7	11.1	34.0	35.4	38.3	38.1	37.8	39.0	13.5	14.4	26
18.9	48.5	45.6	46.5	27.9	38.0	40.0	38.0	<b>11.8</b>	8.1	27
13.9	14.2	49.8	33.9	32.1	26.8	40.0	33.6	<b>15.2</b>	23.9	28
22.9	23.9	37.7	36.7	34.8	30.3	40.1	40.3	5.0	9.5	29
23.9	23.6	56.5	59.9	24.9	25.1	40.1	40.2	<b>11.8</b>	17.8	30
27.3	25.6	19.3	17.9	31.4	25.7	35.8	34.4	40.6	47.6	31
<b>15.0</b>	<b>16.7</b>	53.6	52.8	36.4	32.6	47.0	46.3	<b>112.2</b>	<b>116.8</b>	32
16.4	3.0	47.7	53.7	27.3	35.0	49.2	47.2	9.9	<b>14.8</b>	33
20.5	21.7	29.7	34.1	29.5	35.5	36.5	35.3	15.5	25.1	34
29.8	29.3	22.4	38.7	47.3	43.5	37.1	35.5	<b>1.1</b>	7.8	35
16.1	14.9	35.7	36.2	34.4	29.6	39.8	39.6	17.5	22.8	36
21.5	14.3	37.9	18.9	27.7	35.7	35.7	33.2	28.1	22.4	37
10.1	6.6	47.2	53.7	17.7	23.6	45.5	50.5	15.1	<b>9.1</b>	38
15.5%	15.1%	41.1%	41.0%	31.0%	31.0%	39.1%	39.1%	9.8%	9.9%	Average
22.5%	18.0%	29.5%	39.8%	36.9%	27.0%	38.0%	38.5%	20.4%	8.4%	39
13.4	18.2	39.2	23.7	24.9	21.4	38.3	35.4	15.1	35.8	40
9.0	13.0	47.7	50.0	32.4	33.6	42.1	42.3	8.7	3.0	41
23.9	22.5	25.5	23.5	33.6	27.9	46.6	45.7	16.9	18.9	42
9.6	11.3	48.2	36.4	27.8	40.8	40.6	40.6	21.8	23.1	43
<b>18.0</b>	<b>110.7</b>	45.9	45.6	38.1	23.7	44.0	42.6	5.8	9.4	44
5.5	4.0	43.6	41.8	22.1	19.7	41.2	31.9	19.4	23.5	45
6.1	9.0	47.1	40.5	34.0	42.1	42.1	41.3	11.5	11.5	46
19.4	20.7	37.2	34.3	29.7	25.5	40.4	40.1	17.5	24.5	47
<b>17.8</b>	<b>18.1</b>	35.0	33.2	22.0	27.7	40.7	42.5	9.4	8.4	48
15.1	15.1	48.9	42.2	13.2	30.9	39.9	31.5	11.6	11.6	49
3.4	4.3	58.2	52.1	15.7	16.6	40.4	40.1	15.3	17.0	50
12.4%	13.3%	40.5%	39.0%	25.2%	24.7%	37.7%	38.1%	15.3%	21.5%	Average
15.9%	13.3%	25.9%	21.5%	32.5%	30.9%	39.3%	39.0%	11.6%	22.7%	51
11.6	11.1	53.0	35.9	7.8	6.9	38.2	38.8	19.3	19.2	52

4. -Total sales and other income plus dues and assessments. N.A. -not available. F -red figure.

## Women's Program at Conference

# There Are Tex-Anns, Too

By **Pat L. Steger, Co-Chairman**  
Women's Committee



Pat Steger

**A**LTHOUGH the National Conference is planned primarily for club managers, we, the wives of the Texas Top Hands, are not for a minute allowing them to forget their "Tex-Anns" and their out-of-state counterpart who will be in attendance at Houston in February. It is our desire to give each of our guests the busiest, biggest program of entertainment and fun that they have ever had.

Our women's committee has endeavored to plan interesting, enjoyable and typically Texas affairs for you. Among activities the Tex-Anns have planned are two sight-seeing

tours (one with the men) to historical, typical and scenic spots of interest in and around Houston; and unusual local theater presentation followed by a tea with the actors; a luncheon-style show by Neiman-Marcus with the opportunity to visit their Houston store; a progressive cocktail party affording visits to several clubs (both city and country clubs); a lecture on Texas foods and to top it all off, a bang-up big Western Party and Barbecue complete with square dancing and Rodeo.

The "Tex-Anns" committee has been and is diligently working toward final arrangements and plans for the ladies events. Members of the women's committee are: Mary Ann Barbour, Rachel Thomas and Bridgett Mann of Houston; Nita Curran and Aline Anderson of Ft. Worth; Irene Osborne of Dallas; Faith Tabbutt of San Antonio; Pat Cates of Shreveport, Louisiana; Ellie Grow of Longview; Dorothy Andersen of Lake Charles, Louisiana; and Aubrey Overton of Lubbock. This committee, and all of the "Tex-Anns" over the state, hope to give our visitors a true taste of Texas hospitality and Texas entertainment.

Later on you will be furnished with information on what the weather will be like, what clothes you will need and the schedule of events for the Conference. So we hope that all of you will urge your husband to

send in your reservation soon and we'll see you all in Houston come February, 1959.

One day when the Lord wasn't  
busy in Heaven  
He decided to create a new  
species—  
A type that would contain all of  
the good—  
So He started gathering up  
pieces.

He took the bluest blue and the  
reddest red  
Some ruggedness from the mountains  
Speed from the wind, with a  
cloud thrown in—  
Effervescence from the fountains  
With the black of oil, the bright  
of the sun—  
And a dash of loyalty and duty—  
Mist from the moon and a song  
bird's tune—  
He created a magnificent  
beauty.

He sent her to the planet Earth—  
To the greatest state in that land.  
She thrived and grew and created too—  
And that's how we got "Tex-Anns!"

—Hank Otis

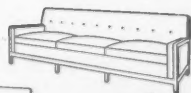
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# Post-Convention Tour

## Travel Tips for Mexican Expedition

By I. Howard Brown

**F**OR the simple preventative measures you should take to assure yourselves the best possible time in Mexico:

1. Drink only bottled water (although first class hotels use only purified water).

2. Do not eat fresh unpeeled or uncooked vegetables. Again first-class restaurants and hotels in Mexico City sterilize their vegetables.

3. Remember: Mexico City is almost 8,000 feet high and Houston is only 50 ft. Take it a bit easy at first and eat lightly the first two days *especially the evening meal*. But have fun.

Mean temperatures and rainfall during February for cities you are likely to visit are (and remember these temperatures are day and night averages): Mexico City, 56 degrees, .3 inches rain (about 70-75 degrees during the day); Cuernavaca, 67 degrees, .2 inches rain; Taxco, 69 degrees, .2 inches rain; Acapulco, 78 degrees, no rain.

Travel tips on clothing: As a general rule clothes suitable for spring-time in the U. S. will serve for every season in Mexico. If you plan to spend any time in Acapulco, lightweight sport clothes should be included (not too many as you will want to buy some there). Sport clothes will serve anywhere in Mexico and at any time of the year. Ladies will want a cocktail dress for Mexico City. As nights in the highland regions are occasional-

ly chilly, a topcoat should be included. Mexico is quite informal in the manner of clothing so you need not concern yourself unduly about conventions of dress.

Travel tip on climate: As the sun shines daily throughout the winter months in Mexico, its days are seldom cold, although the atmosphere is brisk and invigorating. In the highlands, the nights are chilly, however. Even during nights of midwinter the temperature rarely ever drops to freezing, and when this occurs, it's the subject for large headlines in the newspapers. In tropical regions the winter climate is agreeably warm, seldom calling for any wrap more than a shawl or Reboosa. Wintering in Acapulco is for Mexicans like wintering in Miami for us. Mexican schools take their "summer vacation" in the winter months and hence the prominent families will be found in the resort areas then. Mexico City is a haven for U. S. residents who come down for a cosmopolitan atmosphere and agreeable climate for the winter.

Money: With the rate of exchange 12½ pesos to one dollar you will find your money will go much further in Mexico than in the U. S. Dollars should be carried into Mexico in travelers cheques. Exchange can be accomplished in most good shops, restaurants and hotels for about 12.40 pesos to the dollar. In banks the exchange ranges from 12.47 to 12.49. While you can save money by using the banks (much more numerous than in the U. S.) it is hardly worth your while unless you plan on spending an unusually large amount of money. In shopping, to learn the price in dollars just multiply the number of pesos by eight cents.

Transportation: Taxis are cheap in Mexico and we recommend you use them freely. Pay what the meter reads plus a half peso for a cruising



I. Howard Brown

cab, plus tip. For a cab at a marked cab stand or hotel pay its meter reading plus one peso, plus tip. Tip one peso maximum for any normal trip, but it's easier though to tip the difference between the fare and the number of pesos you give the driver rounded off to the nearest peso. You'll have \$200 worth of merchandise to take home duty free if you stay 48 hours and \$500 worth duty free if over 12 days, more than most of us will need.

Language: Use your English if you don't know Spanish. In practically all metropolitan areas most persons whom you contact will speak enough English to get along. If you want to try your Spanish we'll supply all with phrase books.

Remember a few things—We are Americans but so are Mexicans; in fact all residents of these continents are Americans—North, Central or South. They call us Norte Americanos or North Americans. Remember also that their money is as important to them as is ours to us. Don't ask how much is that in money—if you must ask—say how much is this in dollars.

■ One of the highlights of the Houston conference undoubtedly will be the post-convention tour to Mexico. In this article I. Howard Brown, who is in charge of this trip, gives practical hints for those who are going on the tour to Mexico.



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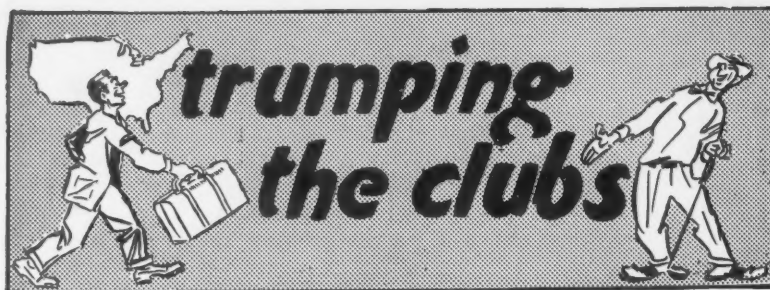
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Fred Witt

Fred Witt has been named to manage the Hillcrest Country Club, Vernon, Tex. He formerly was with the Tomahawk Hills Country Club, Kansas City, Kan., and the Muskogee (Okla.) Country Club. He has moved to Vernon with his wife, Dorothy, and daughter, Sara Sue.



Karl Ernst, manager of the Eastern Yacht Club, Marblehead, Mass., writes that he is taking a trip to Florida by boat through the inland waterway. He started in the middle of September and his destination is Daytona Beach.

Mr. Ernst, who has been commissioned by the *Boston Globe* to write a series of eight to ten articles on his trip, is stopping at many yacht clubs en route, visiting the managers and obtaining information on their operations. He is making the trip in a 26-foot cabin cruiser, provided by the Pembroke Boat Co.



Robert Taylor, manager of the Bloomington (Ind.) Country Club for the past two years, has resigned to become general manager of the Palm River Supper Club near Naples, Fla. He will be succeeded by Mr. and Mrs. Homer Nelson. Mr. Nelson previously was bartender, head waiter and assistant manager at the club.

The Army Navy Country Club, Arlington, Va., has completed negotiations for the purchase of the Fairfax Country Club, located in Fairfax County, Virginia, about ten miles from the Army Navy club, according to Richard E. Daley, general manager of the Army Navy Country Club.

The Fairfax Country Club has been a semi-public course, designed by Robert Trent Jones, and has been in operation for about 15 years. With the purchase of Fairfax, Army Navy members will have 45 holes of golf, 27 at the present club and 18 at Fairfax. There are approximately 235 acres involved in the transaction with ample space for an additional 18 holes which the club plans to build sometime in the near future.



Mrs. Bertha Byrns Magill, 70, wife of Robert C. Magill, retired manager of the St. Louis Racquet Club, died August 26 at Daytona Beach, Fla. Because of her health Mrs. Magill was compelled to live in Florida for the last 18 years. Mr. Magill, while manager of the Racquet Club, made frequent trips there, and when he retired last April 11 joined her in Daytona Beach.

Mrs. Magill and her husband were credited with saving many lives during the tragic fire at the Missouri Athletic Club in 1914 when they ran through the smoke-filled corridors, pounding on doors to arouse sleeping members. Mr. Magill was manager of the club at that time.

Surviving, besides her husband, are three sisters and a brother.



William O. Cain, 69, former club manager and member of the CMAA, died recently in Winter Park, Fla. He was a former manager of South Hills and Hillcrest Country Clubs, Pittsburgh, and was a past president of the Pittsburgh Chapter of CMAA.

Mr. Cain, who retired to Winter Park a year ago, is survived by his wife, Vivian, and two brothers and two sisters in Louisville.



Peter A. Bume

Peter A. Bume has been appointed manager of the Meadowbrook Country Club, Kansas City, Kan., and took over his duties the middle of September. He formerly was manager of the Sherwood Forest Country Club in Baton Rouge, La., and before that managed the Bonnie View Club, Baltimore, Md.



Vergal H. Bourland has been appointed manager of Colonial Country Club, Fort Worth, succeeding Claus W. Andersen, it has been announced by the club's board of governors.

On an arrangement which will permit him to continue to actively operate his local business interest, Mr. Bourland returns to Colonial where he was manager from 1940 to 1946. He currently is president of two Fort Worth firms.

Mr. Bourland originally joined Colonial after extensive hotel and catering experience. Immediately prior to becoming manager of Colonial in 1940, he was maitre d' of the Dallas Athletic Club and prior to that was associated with Dallas' Baker Hotel.

Mr. Andersen, who resigned his post at Colonial, has entered private business in Midland, Tex., it was reported.



Harold J. Berndt writes that after October 1 he will be manager of the Town and Country Club of St. Paul. He formerly was manager of the University Club of St. Paul and before that was associated with the Minneapolis Club from 1933 to 1947, as assistant manager and accountant for six years and general manager for seven years. He succeeds William Manduke at the Town and Country Club.



**SEXTON BEEF BASE**—The perfect combination of beef extract and seasonings to produce a broth with true beef character. Excellent as the foundation for vegetable and all other soups with beef flavor. Adds a rich beefy flavor to sauces, gravies, stews and meat loaves.



**SEXTON CREAM SOUP BASE**—A new product designed to reduce the tedious preparation of cream sauces for all types of cream soups, sauces, white gravies, a la kings, and newburgs. Simply add water, cook until thickened and add the remaining ingredients for your favorite dish.



**SEXTON CHICKEN SOUP BASE**—Makes a rich hearty chicken broth, complete with pieces of chicken meat. In addition it imparts all the true flavor of roasted chicken in enriching a la kings, casseroles, pot pies, chicken salad, and any other dish requiring real chicken flavor.



**SEXTON HAM STYLE SOUP BASE**—The perfect flavor base and fortifier wherever a distinctive ham flavor is desired. Just add Ham Style Soup Base to your favorite recipe for baked beans, green pea soup, ham loaves or croquettes, sauces and gravies. Economical and easy to use, too.

## Sexton Soup Bases... versatile, delicious, easy-to-use

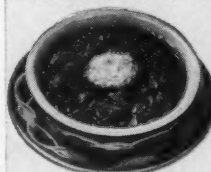
Versatile . . . in that their many uses run the full course of food preparation, whether it be for a rich full bodied broth for soups, enriching flavor for gravies and stews, or as a fortifier for salads, meat loaves, or a flavoring agent for vegetables. Delicious . . .

through the blending of true meaty flavor and correct seasoning they cannot help but add zest wherever they are used. Convenient . . . the simple addition of water makes them ready for instant use. John Sexton & Co., P. O. Box J. S., Chicago 90, Ill.

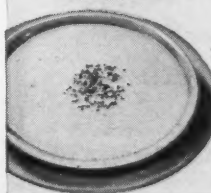
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Sexton French Style Onion Soup Mix combines the flavor of selected onions simmered in fine beef stock. A case makes 256 six ounce cups of French Onion Soup for less than 4c per cup.



Sexton Potato Soup Mix. For tasty potato soup add the mix to water and cooked diced potatoes. Cost: Less than 5c for a large 8 oz. serving. For a richer "hot vichyssoise" type soup, use whole milk.

Write advertisers you saw it in CLUB MANAGEMENT: OCTOBER, 1958



**William A. Tucker**, manager of Timuquana Country Club (and president of the Florida Sunshine State Chapter of CMAA) has sent us a brochure about his new clubhouse, which is to be in operation December 1.

Included in the \$400,000 project is an enlarged ballroom, new dining room, new men's locker area, new reception area and entrance, new men's grille and 19th hole, new women's lounge and locker room, teen-age area, combined cocktail lounge, expanded kitchen area including new equipment and an enlarged pro shop.



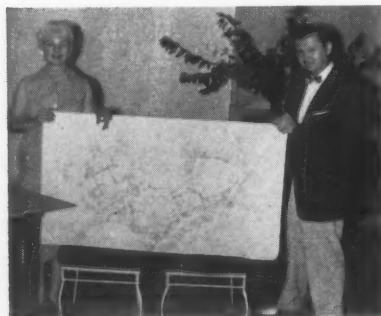
**The new Merkel (Tex.) Country Club** opened this summer with a special buffet for members. The modernistic clubhouse, owned by Nathan Wood and his son, Don, is of rock construction with red trim.

Interior walls of the air conditioned clubhouse are of rock with the ceiling finished in pink textone. Floors are red concrete and red trim is used throughout the building.



**Reinhard K. Siegenthaler**, manager of the Mayfield Country Club, near Cleveland, died recently. He was 65.

For more than 17 years he was manager of The Country Club, Pepper Pike, and also at one time managed the Shaker Heights Country Club for more than seven years. He is survived by his wife, Mrs. Alyce V. Siegenthaler, and two brothers, Carl E. and Ralph J. Siegenthaler.



Henryetta and Frank Otis, managers of Lakewood Country Club, Dallas, are shown holding the plans for Lakewood's new million dollar clubhouse. Construction will probably start sometime early next spring, which will fit in line with the plans of "Hank" and Frank who are presently busy in their jobs as co-chairmen of the Publicity Committee for the 1959 CMAA Conference, scheduled to be held from February 18 to 21 at the Shamrock Hotel in Houston.

**Ray McGrath**, manager of the University Club of St. Louis, has announced the appointment of Henri Vincent as executive chef, and the St. Louis *Post-Dispatch* recently had a feature article on the new chef. Chef Vincent has been chef at such places as the National Hotel in Cairo, Grand Hotel in Calcutta, Silver Grill in Rangoon, Peninsula Hotel in Hong Kong, the Sea Wolf in Oakland and the Desert Inn in Las Vegas.



**A new country club**, which has been named Tanglewood-on-the-Lake, soon will be constructed in the forest area on the south side of Lake Texoma, near Fort Worth. S. M. Bingham of Fort Worth and Will Carruth of Dallas are co-chairmen of the seven-member organizing committee for the new club. E. D. "Chuck" Bishop has been named general manager.

Combining all the features of a country club with the attractions of a lake and vacation resort, Tanglewood-on-the-Lake will have a golf course, swimming pool, tennis courts and clubhouse, plus yacht basin, sail boating, boating facilities for crafts of all sizes, water skiing, fishing, horseback riding, skeet shooting and luxury lodging accommodations for members and their guests.



**Joseph F. Wright** has been named manager of Osage Hills Country Club, Tulsa, Okla. He has been assistant manager at the Petroleum Club there for the past 13 months. Before going to the Petroleum Club, Mr. Wright managed the Kennedy Luncheonette in Tulsa and before that traveled for the Alsonette Hotels as food supervisor.

Mr. Wright, who served three years in the air force, was graduated in 1951 from the hotel and restaurant management school of Oklahoma State University. He also has worked for the Mayo Hotel, Tulsa, and for the Albert Pick Hotels, in St. Louis.



**Kenneth G. Dean** has been named manager of the Upper Montclair (N. J.) Country Club. He formerly was manager of the Tavern Restaurant in Newark. He succeeds Ernest Carter who died recently.

Born in Wales, Mr. Dean served as a chief petty officer in the Royal Navy during World War II and after being chief steward of British Overseas Airways. He is now an American citizen, is married and has five children.



Shown here are participants in a Hawaiian party held recently at the Hardscrabble Country Club, Fort Smith, Ark., where Tom Kelley is manager. The party included typical Hawaiian food on a festive buffet, some 35 feet long. Members were decked out in sarongs and other Hawaiian costumes.



**Louie Razzano** has been named manager of the Benton County Country Club, Fowler, Ind. He formerly operated a restaurant in Watseka.



**H. J. MacNeil** has been appointed manager of the Evansville (Ind.) Country Club, succeeding Henry Holl who resigned. Mr. MacNeil has had wide experience in the food service field, his most recent position being food service manager for Brown-Forman Distillers in Louisville for three years. Previous to that he was associated with clubs and hotels in Louisville, Birmingham, Ala. and Denver.



**Harry Loosen** has been named manager of the Pine Lake Country Club, near Birmingham, Mich. Mr. Loosen has managed clubs and restaurants for 20 years.



**Bert Nitz**, formerly chef at the Antelope Valley Country Club, Lancaster, Calif., has been named general manager there succeeding Paul Simmons. Mr. Nitz, before going to Antelope Valley, was executive chef at the Portuguese Bend Club for two and a half years and has many years of experience in the food service field.



**Victor E. Rimes** writes that he has accepted a position as assistant manager at Oak Cliff Country Club, Dallas, where Russell M. Yetter is manager.





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**The Wesson Oil People**

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You are authorized to give full credit on these or any other Wesson Products returned to you under our guarantee.



## THE STICKIEST WICKET



In which Hugh Bentley-Giddings botches the attempt to smuggle Lamplighter back from the States to the Empire for his own personal use.



## LAMPLIGHTER GIN

The costlier English Gin Americans now have firmly in hand—as dry as you can buy

LONDON DRY GIN DISTILLED FROM GRAIN, 94 PROOF.  
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Arthur Karr

**Arthur Karr** is the new manager of Woodland Golf Club, Auburndale, Mass. Mr. Karr, for several years, has operated the Essex County Club, Manchester, Mass., and Le Cordon Bleu, Dania, Fla. Other connections have been with the Roosevelt Hotel, New York, Lafayette Hotel, Portland, Me., and the Cliff Country Club, Ogunquit, Me.



**The Hillcrest Golf Club**, a beautiful new \$750,000 club in Mt. Clemens, Mich., opened the middle of June, it was reported by its owner, Woodrow W. Woody. The course recently changed its status from a semi-public to a private one.

Included in the 52,000-square-foot clubhouse are facilities designed to accommodate up to 3000 diners at one time, and a ballroom that can accommodate up to 1000 people and has no pillars to offer obstructions.

Also included is a supper club, a grill room, a kitchen, locker rooms, barbershop, pro shop, swimming pool and golf course.



**J. R. Vorhies** has been named manager of the Odessa (Tex.) Country Club, succeeding W. L. "Pete" Gillespie.



**Mr. and Mrs. John B. Schwend** have returned to Wichita Falls (Tex.) Country Club as managers after having been at the Dayton (Ohio) Country Club for the past six months. They were succeeded at Dayton Country Club by Mrs. Mary Buck.

Mr. and Mrs. Schwend were for many years managers of Wichita Falls and are members of the Texas Lone Star Chapter and the CMAA.

**Carl O. Bauer**, director of athletics at the Missouri Athletic Club, St. Louis, was elected president of the National Association of Club Athletic Directors at its annual meeting held in Indianapolis in August.

Mr. Bauer, who has been with the MAC for 40 years, told the NACAD convention in a speech that club periodicals should include the name of the club athletic director in the list of officers on the masthead, in order to give him the status he deserves. Mr. Bauer succeeds William O'Hearn, athletic director of the Omaha Athletic Club, as president of the NACAD.



**Robert E. Edmunds** has resigned as manager of the Elgin (Ill.) Country Club to become general manager of the Silver Horn Restaurant, Millbrook, N. Y., listed among America's 40 best roadside restaurants by *Life* magazine in 1957. Mr. Edmunds graduated from the hotel school at Cornell University in 1951. Previous positions include assistant manager, Maketewah Country Club, Cincinnati; assistant manager, Pine Orchard Club, Branford, Conn.; and head food consultant, Premium Corp. of America, White Plains, N. Y.



**William "Bill" Munson** recently was appointed manager of the Mount Kisco (N. Y.) Country Club. He formerly was manager of the Beaux Arts, Dixie and Victoria Hotels in New York City and held executive positions with the Park Sheraton and Lexington Hotels, also of New York City.



**Benny McFarland**, general manager of the 650-unit resort motel, Ellinor Village, Daytona Beach, Fla., has announced that guests may now play as many rounds of golf as desired at the historic 18-hole seaside golf course of the Ellinor Village Country Club without payment of greens fees. The announcement was made in connection with the 10th anniversary of the resort and club.



**The top floor** of a new 14-story, \$4 million building in downtown Albuquerque, has been designed for a huge luncheon club for the business people of the city. The building will house the headquarters bank of the Bank of New Mexico.





**Pete Thornburg** is manager of the new Skyline Country Club opened recently in Hopkinsville, Ky. Included in the clubhouse is a lounge, main dining room, special private dining room, cocktail lounge, card and recreation rooms. The club also has a swimming pool and golf course.



**Mrs. Mary Buck**, former manager of the Women's City Club, Detroit, has been appointed manager of the Dayton (Ohio) Country Club and assumed her new duties in July.

Prior to managing the Detroit club, Mrs. Buck was for many years manager of the North Shore Golf Club in Neenah, Wis. She has been active in the CMAA for many years, and many of her articles on club operations have appeared in *CLUB MANAGEMENT*.

### New Carts



A new line of heavy-duty stainless steel utility carts, designed to meet heavy load requirements with maximum handling ease at a minimum cost, have been introduced by the Lakeside Manufacturing Co.

The line consists of four cart models, all 18 gauge stainless steel

reinforced at every point of stress. Uprights are rigid one-inch stainless steel angle, one-eighth inch thick. Front wheels are eight inches in diameter, the back caster wheels, five inches.

For more information write Dept. CM, Lakeside Manufacturing Co., 1977 S. Allis, Milwaukee, Wis.

### Instant Potatoes

New Chef Style potato flakes from

Pillsbury represent the latest technological breakthrough in instant potato products.

Directions say simply add the flakes to a mixture of boiling water and cold milk, stir for a moment, and you have delicious whipped potatoes that will stand up for hours on the club steam table. The potatoes are ready to serve in just two minutes and are specially recommended for those last minute arrivals in the club dining room.

## Swim Exhibition Attracts Record Crowd

**MORE** than 400 members of Norwood Hills Country Club, St. Louis, gathered at poolside on August 20 to enjoy an outstanding diving, swimming and trampoline exhibition. The act consisted of two internationally famous divers, Bruce Harlan, Olympic champion, and Hobert Billingsley, national champion.

To publicize the show, Manager Paul B. Lampe followed his usual promotion: large posters were displayed in advantageous spots around the club for several weeks, then a week before the date announcement cards were mailed to the club's 900 members.

The show was complete with serious and clown diving from both the low board and the special 27-foot high tower which was constructed especially for the exhibition. Both men demonstrated various swimming strokes, and their fast repartee kept Norwood members highly amused during the hour-long show. High point of the evening were the spec-

tacular dives from the tower, and the trampoline act which included two Norwood members, one a little six-year-old girl. Climaxing the evening was a special swimming race between the two men which was won by one of them using a trick device which enabled him to "swim" 50 yards in about five seconds!

The act was not booked into Norwood with the idea of making money, but to stimulate club interest among members. Because of this the show was limited to members only, no guests permitted. However, because the exhibition was scheduled for 8 p.m. many families dined at the club and over 200 dinners were served.

In addition, an extra man was assigned to the snack bar for the evening; and a portable bar was set up on the patio overlooking the pool. Business was excellent and the additional revenue enabled Norwood to just about break even for the evening. Incidentally, all drinks were served in paper cups, a club policy for service around the pool.



CLUB MANAGEMENT: OCTOBER, 1958

## More Satisfied Customers —Extra Profits for You!

*When You Suggest and Sell California Wines*

It's no secret that wine—especially wine from California—makes food taste better . . . contributes to a more congenial atmosphere . . . and pays handsome profits with bigger checks and better tips.

It will pay you to investigate the profit possibilities of California Wines!



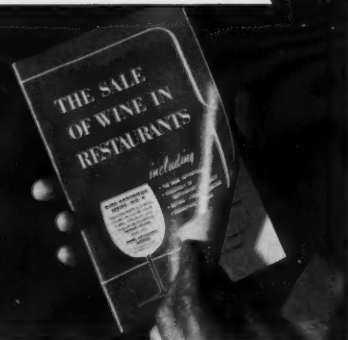
## HERE'S HOW THE WINE GROWERS OF CALIFORNIA HELP YOU . . .



California wineries produce some of the finest wines in the world! They offer you the greatest possible selection of brands, types and sizes . . . at prices to please both you and your customers. Your local wholesalers, or California winery representatives, will be glad to help you. Call them today!



California wine industry advertising and promotion create new wine users for you! Day after day, California Wines are advertised in newspapers, magazines and on television . . . and millions of educational leaflets are distributed. Sell California wines—and profit by this big industry program.



Wine Study Course and personal instruction on selling wines are available free! Mail the coupon, below, for information about the free Wine Study Course, including "The Sale of Wine in Restaurants" handbook. Also, the Wine Advisory Board will be glad to provide personal assistance wherever possible.



Wine merchandising materials and assistance available free! Table tents, menu clip-ons and posters are yours for the asking. Also, sample wine list layouts to help you prepare a wine list for maximum sales. Use the coupon, or write to Wine Advisory Board, 717 Market Street, San Francisco 3, California.

**WINE ADVISORY BOARD, Dept. T-439**  
717 Market Street, San Francisco 3, California

Please send us free, without obligation, the following:

- ☐ Information on the Wine Study Course on the sale of wine in restaurants, hotels and clubs.
- ☐ Samples of table tents and menu clip-on cards suggesting wine.
- ☐ Sample wine list layouts.
- ☐ Decorative wine posters.

Name & Title \_\_\_\_\_

Restaurant Name \_\_\_\_\_

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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

(All services and material are available, subject to state and local regulations)



# Bulletin of the CLUB MANAGERS ASSOCIATION OF AMERICA

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VOL. XIV

OCTOBER, 1958

No. 7

DEAR MEMBERS OF CMAA:

Do you and the officers and members of your club know about and realize how CMAA has advanced in so many ways these past several years? Of course *you* know that our membership has grown and grown and that it includes most of the managers of the best private clubs in our country. You know that our headquarters has been moved to Washington, D. C., and that our executive secretary, Ed Lyon, and his able assistants, have established a most efficient office there with files of all our members which are daily becoming more complete.

You can't help but know of the efforts and success of our Club Management Institute in establishing the short refresher courses in many parts of the country. These classes have been very helpful to many of our members. Did you take advantage of this service? Do the officers of your club know about it? If you didn't tell them, you missed an opportunity to improve our public relations.

We can be proud about our association's efforts in getting legislation passed which helps our clubs—namely Bill HR 7125. Here we are, an organization of individuals, striving to accomplish legislation which cannot affect us personally, but can only help our employers. Did labor ever do this? Did any other group? And we will strive for further benefits for our clubs.

Our Survey No. 1, part of which you have seen in our excellent newsletter, and other sections will be in CLUB MANAGEMENT, has been a great success. We had a wonderful response from our members—it is probably the most complete survey on clubs to date. Would you like a Survey No. 2? Send your suggestions to Ed Lyon.

We are making good strides in our public relations. Our scrap book is beginning to grow. Send us any clippings you get into print, especially if they mention CMAA. And *please* keep your officers and members informed about our Association, and what we are accomplishing.

*Sincerely yours,*

ALBERT DEICHLER, *Chairman*  
CARL J. ENGELHARDT  
LOWELL S. SMITH  
JAMES O. CAREY  
PUBLIC RELATIONS COMMITTEE

## How Are You Going to Travel To the Houston Conference?

By Albert M. Deichler, Jr.

I HAVE once again been appointed your transportation chairman, and since this is a subject that I know a bit about, I'm very happy to serve in that capacity.

First, I must tell you that the Houston Conference is one which you cannot miss. Those Texas "Top Hands" and "Crews" are so enthused and so well organized that the 32nd

CMA Conference is bound to be one of the best—in attendance, in education and in entertainment. The Shamrock-Hilton Hotel is ideal, the weather will be grand and the hospitality superb. You and your missus must be on hand next February. Come via plane, train, bus, car, cattle boat, or pogo stick, but get there!

Houston is easy to reach for the



A GENEROUS SERVING  
OF GLAMOR.

## Those big Ripe Olives in the relish dish

● Certain People are prepared to pay a Pretty Penny for Glamor. Be ready for them—with Ripe Olives, glossy and gleaming, in the relish dish.

Ripe Olives are the Essence of Glamor—mysterious, exotic, sophisticated, debonair... You name it. In the Glamor line, Ripe Olives have it!

Pamper your Glamor-Lovin' Patrons with Ripe Olives—and you'll be seeing more and more Familiar Faces.

*Put the ultra-high glamor* of Ripe Olives to use as an ingredient, too. A postcard will get you Quantity Recipes, free. Address: Olive Advisory Board, 64 Pine Street, San Francisco 11.



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Exciting new Silver Glow and Golden Glow finishes add their gleaming richness and beauty to the classic simplicity of these distinctive Wear-Ever serving pieces.

Skillfully fashioned from finest quality aluminum, each is a true example of outstanding craftsmanship.

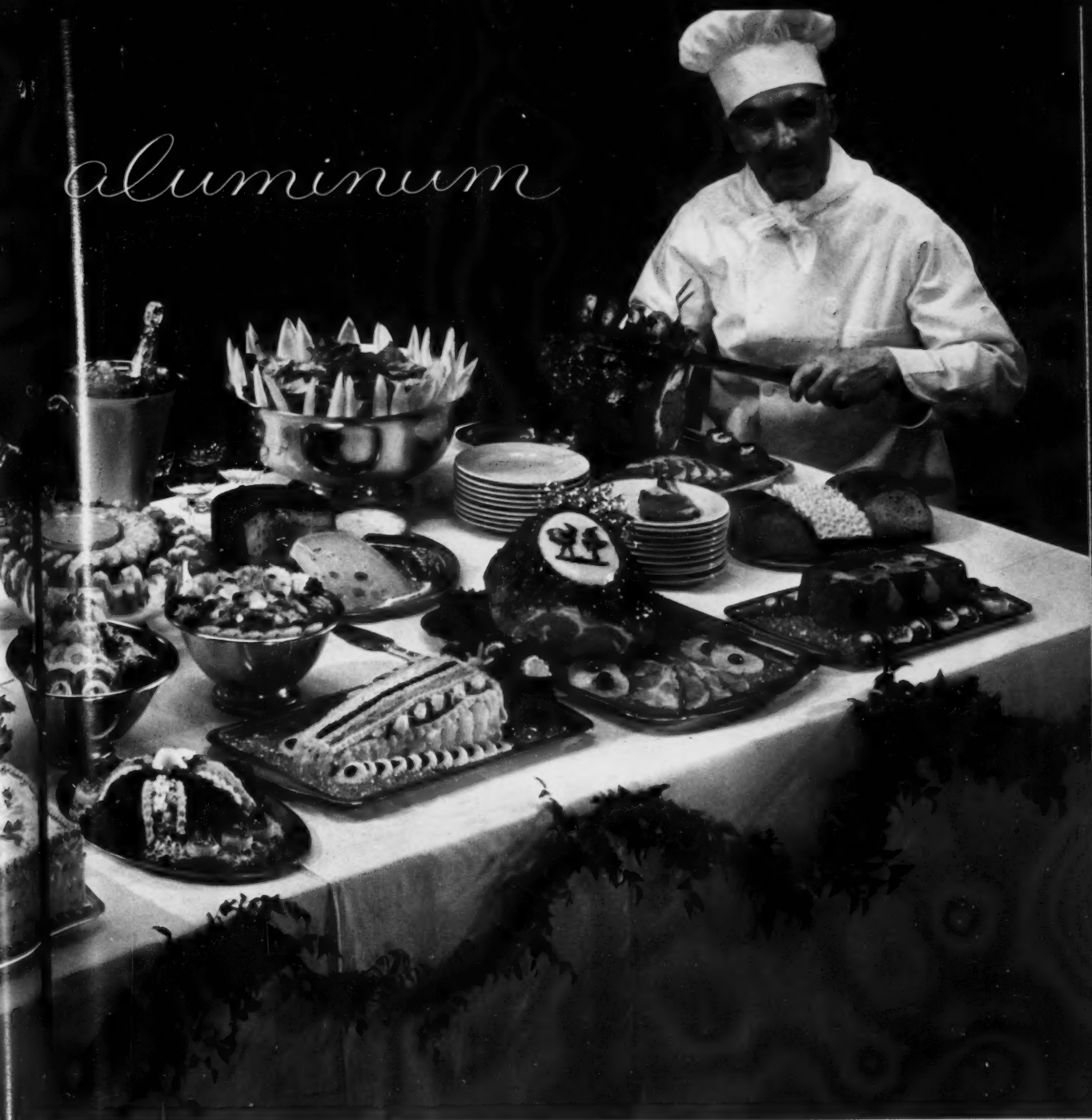
Long service life, ease of upkeep and unusual resistance to surface wear make their selection a wise economy.

See the complete line at your Wear-Ever dealer's. Or write today for free folder: Wear-Ever Aluminum, Inc., Wear-Ever Building, New Kensington, Pennsylvania.

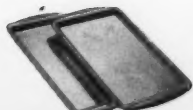
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most of us. The airlines serving Houston directly are American, Braniff, Continental, Delta, Eastern, National and Trans-Texas. If these lines are not serving your city, consult your local air line or travel agent. He will tell you, without obligation, the best way to go, both as to routing and to the class of service (first, family plan or coach) which will serve you best. In many cases, family plan may be cheaper than coach, so ask about it. Some of the cities which have non-stop or one stop flights to Houston are New York, Washington (D. C.), Tampa, Miami, Atlanta, Cincinnati, St. Louis, Chicago, Memphis, Nashville, Oklahoma City, Tulsa, Denver and Kansas City.

The railroads which directly serve Houston are the Rock Island, Burlington, Katy, Missouri Pacific, Santa Fe and Southern Pacific. If you have the time and if you can get a group to travel together by train, you will be well rewarded with the camaraderie of a group trip by train, or by air. Will anybody who was fortunate enough to be on that special train to Seattle, with our stop-off in Sun Valley, ever forget it? We in the East have had many memorable trips together to the Conferences since that time.

The airline and railroad time schedules will change at the end of October, when we revert to standard time. Then we will know pretty well how and when the planes and trains will go in February. Meanwhile, or after that time, if have any questions to ask about transportation, please write to me at 23 South William Street, N. Y. 4. I'll answer you right away—we must get you to Houston somehow or other!

You'll be hearing directly from the Houston Conference Committee—uh, excuse me, Crew, about the post Conference "Expedition to Mexico." That'll be something to think about, too!

## CMAA Membership Privileges

Income protection up to \$400 per month (tax free) is now available to eligible CMAA members age 60 and under.

During the year 1957 a program of group disability income protection insurance was approved by the CMAA executive board and made available as a membership privilege.

This outstanding membership privilege has provided many thousands of dollars during this first nine months to CMAA members.

In addition, there is also a program

of accidental death, dismemberment and loss of eyesight, with protection for the member, up to \$200,000. This program is also available to the spouse of a member.

If you wish information concerning these membership privileges direct your correspondence to the CMAA Group Insurance Administration Office, Joseph K. Dennis Company, Inc., 175 West Jackson Blvd., Suite 1027, Chicago 4, Illinois.

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Secretary—Celeste Huffer, Field Club of Omaha.

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 Secretary—Charles S. Wells, Brentwood C. C., Nashville.

**WEST VIRGINIA CHAPTER**  
 President—Robert B. Parker, Black Knight C. C., Beckley.  
 Secretary—C. P. White, White Oak C. C., Oakhill.

## News of the Chapters—

### Southern California

George Cloutier, manager of the Beach Club of Santa Monica, was host to the Southern California Chapter September 16. He is chapter vice president. The day included swimming, refreshments and dinner.—Glenn R. Brown, secretary.

### City of New York

The first regular monthly meeting of the season for the City of New York Chapter was held at the Salmagundi Club September 9 with John Buckley as host. A board of directors meeting was held prior to the regular session.—H. Alton Owen, Jr., secretary.

### Evergreen

The first fall meeting of the Evergreen Chapter was held, as this issue went to press, on September 17 at the Seattle Tennis Club with Ruth Peach, manager, as hostess. Scheduled to speak were Donald B. Peck, club president, and Robert B. Colwell, club vice president.

The chapter held its annual summer cruise July 28 aboard the Peg O' My Heart, with Fred Taylor of the Loyal

Order of Moose as host, obtaining the catering services of the Rainier Club, Chuck Jones, manager. The chapter extended thanks to those who supplied refreshments: Jim Grant, American Distilling Co., Bob Newman, Fleischmann's Distilling Co., and Mac McCurry, Hiram Walker.—Carlton A. Sander, president.

### San Francisco

The August meeting of the San Francisco Chapter was held at the Green Hills Country Club, Millbrae, Calif., with Harry McKenzie as host-manager. Golf was enjoyed by a group of managers in the afternoon. A business meeting was held and Chapter President John L. Martin gave a detailed report of the summer workshop for club managers held at Stanford University.

The September meeting was held at the Los Altos Golf and Country Club, with Joel Brown as manager-host. Some 60 members and their wives enjoyed the social meeting which included golf, swimming, refreshments and dinner.—Joseph E. Castillo, secretary.

### Detroit

The Detroit Chapter entertained the Chicago Chapter, after this issue went to press, on September 21-22. Dinner was planned at the Meadowbrook Country Club on Sunday and at the Plum Hollow Country Club on Monday.

### Delta

The quarterly meeting of the Delta Chapter was held July 27-28 at Shreveport, La., with Jules Cates and Eddie Ingouf as hosts.

Highlights of the meeting were the presence of CMAA President Royce Chaney and the forming of the new

Pelican Chapter for the state of Louisiana and the southern portion of Mississippi.

Entertainment included dinner at the East Ridge Country Club, Sunday and lunch and dinner at the Shreveport Country Club on Monday.—Sam W. Keath, secretary.

### St. Louis District

The August 18 meeting of the St. Louis Chapter, held at Greenbrier Hills Country Club with Manager Jerry Egan as host, was one of the most successful and interesting of recent months.

Following an afternoon of golf a special educational meeting was held with Stanley J. Klosinski of Horwath & Horwath as guest speaker. Mr. Klosinski discussed the "Uniform System of Accounts for Clubs," published and available from the CMAA, and pointed out how management can use the information that can be obtained from the system providing all clubs adopt it.

A social hour followed this part of the meeting, then a delicious dinner, after which a short business meeting was held. We accepted with reluctance the resignation of our secretary-treasurer, Mr. Egan, who is moving to California, and President Christopher Murphy appointed Mrs. Opal Thomas, Bath & Tennis Club, to succeed him as secretary-treasurer.

Our September meeting will be held at the new clubhouse of Sunset Country Club on the 29th and will be a managers-presidents day, with CMAA Royce Chaney as special guest; the October meeting has been scheduled for the St. Clair Country Club.—Opal Thomas, secretary-treasurer.

### Mile High

The August 18 meeting of the Mile High Chapter was a combination golf party at the Green Gables Country Club with Charles Rankin as host-manager, and dinner at the Denver Athletic Club with Mel Conway as host-manager.

It was announced that Tom Collins, from Kansas City, would speak at the annual meeting of the managers, president and housecommittee chairmen at the Columbine Country Club on September 15.

The possibility of forming an inter-club mixed bridge league was discussed and the idea was referred to the entertainment committees of the various clubs.

The chapter accepted an invitation from Charles O'Toole for an evening at the Brown Palace Hotel on September 22 including refreshments, dinner

The Arizona Chapter recently met in Tucson where the members were entertained by Dick Maynes, manager of the Tucson Country Club for lunch, business meeting and afternoon golf and by Bob Fram, manager of the Old Pueblo Club for refreshments and dinner. Shown at the dinner, from the left, are: Dick Maynes; Mrs. John Cavallo; Pete Price, assistant manager, Paradise Country Club, Phoenix; Mrs. George Harrington; Roy Sincere, chapter president and manager of Phoenix Country Club; Mrs. Hodges; Mr. Harrington, manager of the Arizona Country Club, Phoenix; Mrs. Sincere; Mr. Cavallo, assistant manager, Arizona Country Club; Mrs. Price; and Mr. Fram.





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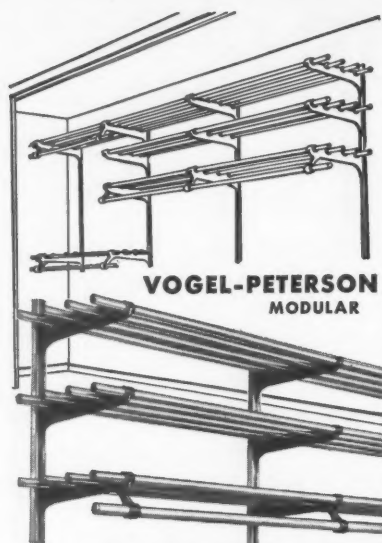
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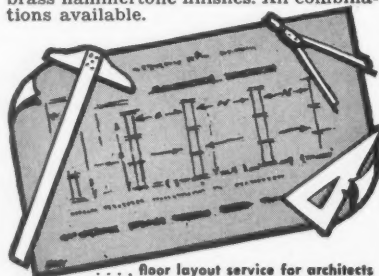
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and a conducted tour of the new kitchen facilities.

A complete roster of the chapter is being prepared and will be sent to every member.—Horace Duncan, secretary.

### West Virginia

A special sixth anniversary party of the West Virginia Chapter was held in August at the Edgewood Country

Club with Mac Butterfield as host. Ed Lyon, CMAA executive secretary, was present at the meeting. A delightful dinner was served, topped off with a huge birthday cake.

Attending the meeting were Chapter President Robert B. Parker, Sumner L. Kerry, Duane C. Arnold, John L. Kirk, Jr., Henry C. Steele, Edward L. Chalkley, and three officers from the Edgewood, Bluefield and Kanawha Country Clubs.

## St. Petersburg Yacht Club

By Earl W. Sasser, Manager



Earl W. Sasser

The St. Petersburg Yacht Club, featured on this month's cover, is located on Tampa Bay and is a minute from downtown St. Petersburg.

The club, founded in 1916, has grown until the present membership roster lists the names of more than 1,700 members. Many additions have been made to the original building which now has four dining areas, grill room, main dining room, green room and quarter deck with a seating capacity of 325 persons, and a ballroom where banquets can be served to 300.

The galley, a large, well-ventilated area, with modern equipment includes a bakery department. Music is furnished nightly by the house trio for dancing in the grill and cocktail area.

Throughout the year, the club is host to many yacht club sailing groups from Maine to Florida, and the waters of the bay are the scene of many class boat regattas.

The club sponsors the annual St. Petersburg-Havana race, which has been sailed each year since 1930, and

has become one of the big ocean racing events of the year.

The private dock located just across the street from the club has just recently been completed at a cost of \$82,000. Constructed entirely of prestressed concrete, it offers the most modern facilities for boats of members and visiting yachtsmen, with slips for 50 boats, ranging in size from 18 to 100 feet.

The club maintains and operates a separate club for junior members where they are taught sailing, swimming, water skiing and boat building. Located within sight of the senior club, it offers recreation to many children the year round. The cover illustration is through the courtesy of the club.

Officers include: commodore, J. Lee Ballard; vice commodore, Richard W. Winning; rear commodore, Mel G. Irwin; treasurer, O. S. "Bud" Wittmer; secretary, Elliott W. Holland; fleet captain, Robert Workman; port captain, J. C. "Bus" Mabry; fleet surgeon, Dr. C. L. Farrington. The assistant manager is J. Guy Harris.

The picture on the front cover was taken by Phil Graham, a St. Petersburg photographer.

### Fine Harvest

Towering reasons why the Taylor Wine Co. is expecting one of the finest harvests in its 78 years of growth are to be seen in the newly constructed wing in the rocky hill that acts as "backstop" for the winery in Hammondsport, N. Y.

There are nine vast redwood tanks of about 64,000 gallons each, on which Spring construction was rushed in anticipation of immediate fall storage needs. The new additions boosted total storage capacity in this winery to more than 3½ million gallons.

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Successful beverage business today relies heavily on the "atmosphere" of the service. AaJo custom-designed cocktail coasters are created to blend with the overall decorative effect of your room. They make a cheerful and attractive impression on guests.

AaJo cocktail coasters are popular among hotel men because of their unusually fine absorbent qualities, which assure maximum protection for your guests. They do not adhere to either table or bottom of the glass.

Cocktail coasters may also be ordered in attractive stock designs.

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## Bakers Club Celebrates 50th Anniversary

By Louise K. Buell, Manager

Bakers Club  
Chicago



Louise K. Buell, executive manager of the Bakers Club of Chicago for the past 15 years.

A COMBINATION anniversary party (our 50th) and grand opening of luxurious new quarters in Chicago's Sherman Hotel, sparked renewed interest in our club and garnered us a mass of publicity and good will.

When members and guests arrived at the new quarters for the event they first saw the beautiful new gold-and-walnut insignia plaque at the club entrance and as they passed through the doors a number of staff hostesses greeted them and provided unusual gold identification cards.

Visitors for the first time to the club were given a tour of the new quarters. A constant-flowing champagne fountain was a popular spot, and the background for this was a huge cake of carved ice showing the club letters in gold.

As the dining room was opened there were many comments about the glamorous room and decorations. The feature attraction was a three-tiered cake, bearing the figure "50" in gold at the top, which later was cut and served to everyone in attendance as part of the dessert course.

An unusually delicious dinner of Breast of Capon was enjoyed and speeches were made by various digni-

ties including Club President Robert F. Cain.

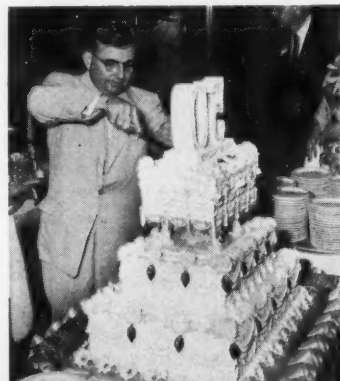
Then followed the unusual program depicting the 50-year history of the club, presented in music, dance and narration. The program carried out the theme of "Give Us This Day Our Daily Bread" in each presentation.

The Bakers Club, an industry club, provides assistance in business and social services. It gives the member information relative to national, state and local associations and group meetings and supplies other information relative to business changes, openings of new bakeries, closings, bakery personnel changes and other pertinent details.

During 1957 some 14,180 visitors entered the club quarters, 7518 meals were served, 301 group meetings were arranged, and in addition the staff handled 3708 hotel reservations and a great number of plane, train, theater and sports events tickets were obtained.

Today, in modern and spacious quarters the club faces the future confident that it will be a place of enjoyment for leaders in the bakery industry and will prove an expanding organization in a growing Chicago.

Bakers Club of Chicago President, Robert F. Cain, Cain's English Muffin Company, Chicago, cuts the 50th golden anniversary cake, at the grand opening and anniversary celebration held June 14.



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Haig & Haig, Blended Scots Whisky, 86.8 Proof; King William IV, Blended Scotch Whisky, 86.8 Proof; Remy Martin Cognac Brandy, 80 Proof; St. Remy Brandy, 80 Proof; Cointreau Liqueur, 80 Proof, Produced and Bottled by Cointreau Ltd., Pennington, N. J.; Gordon's Distilled London Dry Gin, 90 Proof & Gordon's Vodka, 80 & 100 Proof, 100% Neutral Spirits Distilled from Grain, Gordon's Dry Gin Co., Ltd., Linden, N. J.; Flora delle Alpi, 92 Proof

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## Equipment Roundup

(Continued from page 20)

been using a small clubhouse since 1955.

The new clubhouse contains 24,000 square feet and is a two level building. The ground floor houses both the men's and women's locker rooms, the men's grille and, in the back, the storage area, delivery yard and all of the mechanical equipment. On the upper floor is housed the cocktail lounge, dining room, office area and kitchen with their related facilities.

This new building ran a cost of a little better than \$500,000 completely furnished. At some time in the future we plan to add six guest units.

There is a great deal of glass in our building, particularly on the south side. On the second level it is entirely glass, overlooking the golf course, Camelback Mountain and city of Phoenix.

In the back service yard we have a four-foot square hydraulic elevator from the ground level to the second floor for the purpose of transporting supplies from the storeroom area to the kitchen. This is, of course, a necessity in supplying the kitchen with its daily produce.

The original clubhouse building is now being used for private parties and certainly has been helpful. It is now possible for us to hold private parties for members and their guests without interfering with our regular club operation in any way.

We have a small service kitchen in the older building with all the food, etc., being prepared in the main kitchen and transported across the patio to the original club building, which we now call the Homestead. There we have complete facilities for a party in that it houses its own bar, service kitchen, men's and women's rest rooms, copper hooded fireplace, etc. It has become a very popular room.

Naturally, with the completion of the new building and its opening in the heart of our winter business, we had a terrific season and are looking forward to an even bigger winter this year. Now that we have the facilities to offer our membership we find that our volume has more than doubled.

### New Building Doubles Business

William J. Manduke

Town and Country Club  
St. Paul, Minnesota

WE have completed an entire new building at a cost of about \$1,000,000. Our kitchen is all stainless steel with new equipment such as ranges, broilers, etc., at a cost of \$86,000. We have a bake shop as well as a pantry.

Our business more than doubled, and in the last 12 months we grossed more than \$500,000 in our food and beverage departments. Our labor costs have gone down and other costs have been reduced too as the result of the new building. The modernization was worth every penny of the cost. We have already paid off one note of \$160,000 and have

lowered the members' dues effective July 1.

### We Will Save \$21,000 Annually in Labor

William B. Bangs, Jr.

University Club  
Chicago

WE have purchased \$135,000 worth of air conditioning during the last year, plus spending \$35,000 on a new service elevator, \$110,000 on changeover of boilers from high to low pressure and from coal-gas to oil-gas firing, and \$23,000 on new pool filtration system.

During the next 12 months we anticipate spending \$35,000 on new dish washing equipment and will add more air conditioning equipment at an undetermined cost.

The changeover of the boilers from high to low pressure will give us an estimated labor savings of about \$15,000 annually. Purchase of the new service elevator, which is fully automatic, will result in a labor savings of approximately \$6000 a year.

We remodeled and redecorated our private dining rooms to attract more members to them. This cost approximately \$5000. We painted outside window frames, fire escapes, ventilating stacks, etc., at a cost of \$6000 and resurfaced the outside deck of the 12th floor and purchased new furniture to get more use out of the space at a cost of \$3000.

During the coming year we will do our usual redecorating and maintenance work at an estimated cost of \$25,000.

### New Porch Added

Clarke Mathews

Orinda Country Club  
Orinda, California


MOST important addition to our club during the past 12 months was a new, open-porch cocktail lounge, and for this porch we bought \$650 worth of furniture. The entire project, including elimination of dry rot in the building, cost \$24,000.

During the coming winter months we are going to completely reconstruct our swimming pool and we are purchasing a new gas broiler for near the pool.

One unfortunate disadvantage of a building which is as old as our clubhouse is the fact that any additions







You eat  
with a napkin, too !

**Repeatedly . . .**

throughout the meal the napkin goes to the lips! It is the first thing picked up, the last put down . . . it is as *personal* as the cup you put to your mouth. That's why people today like high-quality *one-use napkins*, once they have been served them. So why not serve them the *best*—the high-quality Hoffmaster Cellutex "400" multi-ply *cellulose* napkin. The finest napkin of all, including the average cloth service (rented or owned), Cellutex "400" brings you *freshness* (never used before) . . . more *softness* . . . more *generous size* . . . faster *absorbency* . . . plus meal-long *service strength*! Let the Hoffmaster distributor in your city demonstrate this better napkin . . . let him help you *prove to yourself* that the majority of your customers will welcome and *prefer it by far*. Write for his name.



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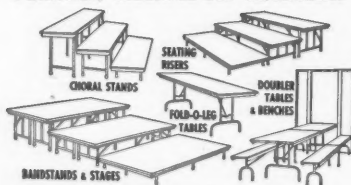
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mean additional costs, but of course they are necessary to keep up the facilities.

### \$1 Million Remodeling and Equipment Program Planned

J. R. Taylor

Capital City Club  
Atlanta, Georgia

IN June of this year we began a remodeling and new equipment program that will cost about \$1,000,000. At this time, of course, it is difficult to determine the outcome of these projects as they will relate to increase in business and satisfaction of members, but there is little doubt that it will increase both.

Our projects are designed primarily to increase the efficiency in serving the members and to complete the air conditioning of all our buildings at the city club and country club. The program also will include a new laundry at a cost of approximately \$25,000.

Equipment to be used in the various phases of this work include Carrier air conditioning, York refrigeration and American Laundry and Machinery laundry equipment. It is undecided at this time whether the new kitchen will be electric or gas equipped.

### Different Idea In Cooling Club

J. F. Fishburn

San Juan Country Club  
Farmington, New Mexico

OUR club is cooled by evaporative type air conditioners which were installed in 1954. Because they were installed after the construction of the clubhouse they cost about \$750 each and we have five separate units (if installed when club was built they would have cost about \$400 each). They have given fairly good service and because of the low humidity in our area we have found that the evaporative coolers work fairly well.

The main disadvantages of this type of system are the facts that hay fever sufferers have trouble with them and I've noticed employees are more subject to colds. They are not suitable for a duct work system, in as much as they have a tendency to rust.

Fortunately, we did not have to

close the club at any time while these coolers were being installed. Although I don't have any actual business figures, the air conditioning has unquestionably increased our member's enjoyment of the club and thus their use of it.

I would hesitate to advise installing evaporative coolers in a new clubhouse or when remodeling, because we feel that maintenance on evaporative coolers is high because of moisture damage to club fixtures and decorating. In the new dining room and new men's game rooms we have installed a new Carrier refrigerated air unit because we feel that this type of unit has definite advantages over the evaporative type.

### Dishwashing Installation Reduces Costs

George L. Cloutier

The Beach Club  
Santa Monica, California

LATELY we have purchased the following new equipment: A stainless steel Hobart dishwasher, an automatic rack type with dishtables complete; and also a Hobart disposer. These two items cost us a total of \$6713.

I would say that our dishwashing installation is saving us in labor, is reducing costs and was worth the price.

### Illinois Tax

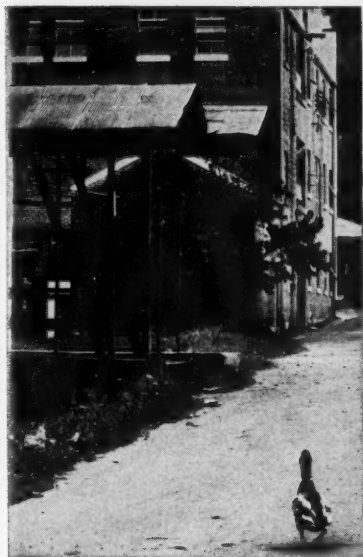
A bulletin from the Tam O'Shanter News reports that the club has been instructed that the law in Illinois is that the three per cent sales tax must be added to every charge ticket incurred by members. The club has immediately started doing this.

### Two Booklets

Two booklets on fine Bourbon have recently been published by Stitzel-Weller Distillery, Louisville, Ky. The first, called "A Jigger of Common Sense" by Julian P. Van Winkle, company president, is a booklet of the now-famous "homey" ads published by Stitzel-Weller in leading consumer magazines featuring clever stories by Mr. Van Winkle.

The second booklet, also by Mr. Van Winkle, is titled "The Secret of the Five Keys" and tells how the company's fine bourbon is made.

# ABOUT THE SHORTAGE OF JACK DANIEL'S...



## Why we were caught short by the jump in demand

We've always made our sippin' whiskey by the same old Tennessee process that Jack Daniel employed here in the Hollow in 1866. It's a patient, leisurely process now known as Charcoal Mellowing. And because it demands so much of our personal attention, we've never let the distillery grow too much bigger than in Jack Daniel's day.

As a result, we just weren't prepared for what began to happen in 1955. That year the demand for Jack Daniel's jumped almost 100%. We've never heard of anything like that happening to a premium-priced whiskey before. And so we simply didn't have enough Jack Daniel's Tennessee Whiskey ready and waiting in the aging barrels.



## What we have done to increase future supplies

We have built a modest addition to our small distillery. Today more Jack Daniel's Whiskey is in the aging barrels than ever before. As a result, we hope you will note an easing of the shortage next year.

Though we've added somewhat to our distillery's capacity, we have *not* changed our old Tennessee whiskey-making process by one brick or board. We still patiently trickle our product through 10 feet of tightly packed hard maple charcoal. We still wait 8 to 12 days for each drop to make its flavor-smoothing trip through the charcoal before we put it in the aging barrels. And we continue to make our whiskey this old-time way though nobody else now takes the trouble. We always will.



## What we're doing today to protect your profits

We are allocating our short supplies as fairly as we know how. Allocations are based on the sales of 1955—just before the shortage started. So if your establishment is an old customer of Jack Daniel's Tennessee Whiskey, rest assured that we are remembering our old and loyal friends first.

We're also keeping up a steady advertising campaign in *TIME*, *NEWSWEEK*, *HOLIDAY*, and *TRUE*. We show that it's not your fault if you run out of Jack Daniel's Whiskey. Our ads show that the shortage is simply a result of the time-consuming way we smooth out our product—Charcoal Mellowing it the old Tennessee way—just as Jack Daniel used to do it a near-century ago.

**No other whiskey is Charcoal Mellowed the old Tennessee way, drop by drop**

TENNESSEE WHISKEY . . . 90 PROOF BY CHOICE • DISTILLED AND BOTTLED BY JACK DANIEL DISTILLERY, LYNCHBURG (POP. 402), TENNESSEE • © 1958, JACK DANIEL DISTILLERY, LEM MOTLOW, PROP., INC.

Write advertisers you saw it in CLUB MANAGEMENT: OCTOBER, 1958



# Looking for an Idea for a Special Event?

## ... Washington Athletic Club Has 144!

By Margery Leonard

Publicity Director  
Washington Athletic Club  
Seattle

WITH 120 days total in the months of September, October, November and December, and some 144 events scheduled into the club calendar during the same period of time, members of the Washington Athletic Club may be busy but certainly they'll never be bored!

In the category of brand new events was a coffee party for all club women, slated for the latter part of September. This event introduced to the distaff side of the WAC membership their Women's Advisory Board for the 1958-1959 season. Also new on the calendar will be the twin Alaska

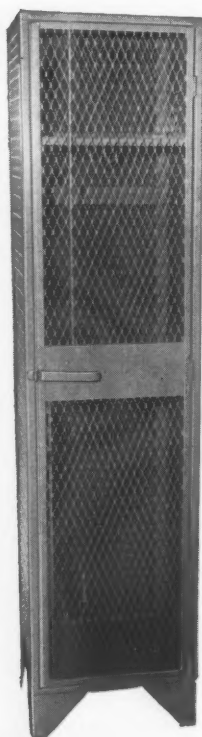
Nights planned for Friday and Saturday, October 10 and 11. The Friday party will be a stag. The Saturday event will include wives as well and will be a dinner dance. Both events will carry out in decor, entertainment and menu the characteristics of the brand new 49th state.

Tried out for the first time last spring most successfully, duplicate bridge sessions for club members and guests under the supervision of Life Master Madeline Anderson have become a definite part of the WAC program and are held every Thursday at 8 p.m.

The Penthouse Play season at the club will open informally and officially on Monday, October 27, for the 27th time.

September 13 the Shrine Circus luncheon and matinee was held and dads and their boys escorted each other to the first stag of the 1958-59 season, the Father and Son Banquet, on September 24.

All the glamour of the Islands including palm trees, flower leis and hula dancers is transported to the building at 6th and Union on October 24, for the annual Luau. The Jubilee, traditional Christmas party for



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**Greater Strength** . . . heavy gauge steel, electrically welded at seams and joints assures a life time of service . . . outlasts conventional lockers three to one!

**Baked Enamel Finish** . . . lockers finished in any color, according to customer's color sample and specifications supplied with order.

**Three Point Locking Device** . . . exclusive with All-American lockers, provides greater sturdiness and eliminates the possibility of theft.

**Greater Adaptability** . . . Available in 1, 2 or 3 locker units for back-to-back or single row installation . . . full or half length . . . in 4 standard models, or special sizes to meet your needs.



### New . . . "All American" GYM Locker

Our new Gym Locker provides three times as much equipment storage space as a gym basket . . . insures better drying, and eliminates handling and replacement problems experienced with baskets.

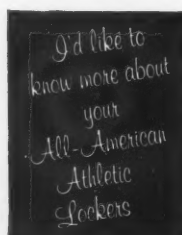
Standard unit (shown at left) has 18 compartments with ventilated sides & fronts . . . each 18" w x 16" d x 12" h . . . with sturdy slide-latch doors and provisions for locks. Equipped with legs for single row or back-to-back installation. Also available with frame base holding two 18 compartment units back-to-back, equipped with casters. Overall height (with legs) 78"; overall height (without legs) 73". Approximate shipping wt. per 18 compartment unit 320 lbs.

Supplied with baked enamel finish per customer's color sample . . . in solid colors or two-tone.

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club women featuring a dramatic showing of holiday fashions by I. Magnins, is scheduled for November 21, with the club men gathering for their night out on December 12, at the annual Jubilee.

Three Christmas Observance Programs appear once again in the WAC's calendar. Held at noon so that men and their wives may both attend, these services have always been dedicated to reminding the club membership of the true spirit of Christmas.

And the club membership will see out the old year and welcome in the brand new 1959 at the annual New Year's Eve Ball, and the annual New Year's Day Reception. It is at this latter party that the WAC's board of governors with their wives receive the entire club membership and wish them all well for another year!

Dr. Lester Beck, psychologist, will kick off the Friday morning lecture series, a perennial favorite, on October 3. Other speakers on this series include such personalities as author and lecturer Emily Kimbrough; Amy Vanderbilt, authority on etiquette; Roscoe Drummond, news analyst and writer; Emma Knox, monologist; and the ever-popular James Crissey, Seattle florist and club member, with his demonstration of holiday decorations.

Grouped somewhat loosely under the title of education, appear five different series of classes and one group of lectures, all to be held before January 1. For the ninth year, Latin American dancing will be taught as well as the finer points of the waltz, fox trot and two step. The series of six weekly sessions has already started, with a beginners class at 7 p.m.; an advanced class at 8 o'clock; and the very advanced students, the blue chips, at 9 p.m.

A flower arranging class for advanced students is in session on Thursdays, and both beginning and advanced painting for women is being offered.

Shutterbugs of both genders will flock into the club on October 13 when popular instructor Larry McKinnis opens his annual series of six weekly classes in photography.

The lecture series, opening October 10 will deal with finance for women, and will be held at 1:30 in the afternoon so those women members who want to attend both the Friday Morning Lectures and the finance lectures may do so.

The Drama Group is in its 27th season and holds its meetings the second Wednesday of each month.

Because the Washington Athletic

Club prides itself on being a family club, two coke dances a month for boys and girls 12 thru 16; two evening parties for this same group, and two evening events for the 16 thru 21 year old section of the club membership have all been worked into the program. This is in addition to a most complete athletic schedule for ages from five to 75 worked out by Athletic Director Ray Daughters and including, in addition to the usual swimming, gym and boxing, such activities as judo—for boys only—and charm classes for junior girls, and bowling for the entire family.

Round the clock football activities the Saturdays of all home games will begin with 7:30 a.m. breakfast and finish when the band plays "Good Night, Sweetheart" at the WAC's weekly dinner dance. And, of course, the Club's three Toastmasters' Clubs, two Toastmistress Clubs and Men's Glee Club are all in session.

On the docket but yet to be scheduled are theater parties to legitimate productions which may show in Seattle during the season and the WAC's Armchair Safari showings of members' slides and movies.

# HERRICK

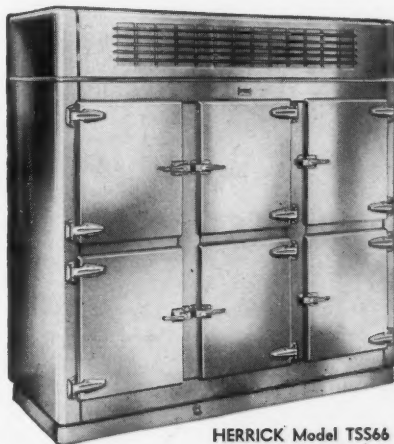
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HERRICK stainless steel interiors and exteriors are impervious to food acids... wipe sparkling clean with a damp cloth.

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All compartments are easily accessible. Automatic slam-shut door latches close solidly. Tray slides available for all models.

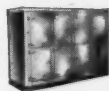
#### Assure low-cost trouble-free service through the years

Extra heavy-duty construction means more value per dollar. HERRICK costs less by the year as the years go by.

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# How We Train Waitresses

By Robert L. Brake, Manager

Elmcrest Golf and Country Club  
Cedar Rapids, Iowa

**I**N hiring new help I look for two things. First, the girl (and we use waitresses only) must be neat and clean, have a nice smile and a command of the English language. Second, she must have club or hotel experience. The training of a hash-house waitress, in nine out of ten cases, is too long and involved for me to become entangled with.

On alternating Thursday evenings (Family Night), we have a meeting of all kitchen and dining room help

(exclusive of the dishwashers), and air all of our gripes and problems along with suggestions for better service, the saving of money (we are cost conscious) and in general see how we can make Elmcrest the finest place to dine in Cedar Rapids. The program has worked out well and strangely we find that small gripes, if aired, never become big gripes.

When I hire a new girl, my hostess has the new waitress serve her a complete meal. All errors in serving

are pointed out to the girl and are corrected at that time, impressing upon her the fact that we are striving for perfection in serving. We also instruct all new girls on the handling of complaints and that every member must be served in the same manner regardless of any personal feeling on the part of the waitress.

I have several instruction sheets that are given to each new employee of the dining room. They are extracts of material taken from CLUB MAN-

*We're going to the club tonight dear,  
they're serving that marvelous  
Harding's Corned Beef Again!*



**Harding's**  
**FAMOUS CORNED BEEF**  
*Not to be confused with ordinary corned beef*

**... served in the better clubs throughout the country**  
**INQUIRIES INVITED**  
**JOHN P. HARDING MARKET CO.**  
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AGEMENT and adapted to suit our particular situation. Here is a portion of the instructions as they concern courtesy and appearance.

Loyalty is the greatest asset an employe in a club can have. Unless it permeates the whole organization, it cannot function properly. An employe's loyalty to his club is partial payment for the confidence placed in him by the manager. Elmcrest functions as does the individual, and the final analysis of the operation depends upon each and every individual. As manager of Elmcrest, I may forgive errors of judgment, but not of heart, and no employe contributes his share who is not loyal.

1. Be courteous, obliging and attentive to members and guests, as well as your hostess and fellow workers.

2. Greet members and guests with a smile and say "Good Morning," "Good Afternoon," or "Good Evening," adding their name which you should learn.

3. When carrying a tray in the dining room, use the phrase, "Passing, Please."

4. Always let members and guests pass in front of you going down the aisle.

5. Every member and guest must be pleased. Never, never argue with them or your fellow workers. Change a dish immediately if there is a complaint, advising the hostess or head waitress of the nature of the complaint.

6. Give quick, quiet, cheerful service. Do your job so well that guests will hardly be conscious of you. Confine all conversation to business. Personal conversation is prohibited.

7. Standing in groups of two or more, conversing with your fellow workers in the dining room, is not at anytime permitted.

As to your personal appearance, I feel the following thoughts are of utmost importance. First be irreproachably clean and neat; bathe every day. Always guard against the odor of perspiration. Dress your hair simply and use a hair net at all times. Please do not come out here smelling as though you fell in a perfume vat or loaded down with a highly scented powder. This is fine in a bedroom but has no place in the club dining room. I personally do not like brightly painted finger nails and by all means be careful about unpleasant breath due to improper care of your teeth. The uniform shall be that which the club may select. Keep your uniform well laundered and neat and clean. Wear low heeled shoes and, believe me, nothing is more unsightly than a petticoat showing. Wear clean hose

every day and it is wise to have an extra pair of shoes and hose available. REMEMBER, you are not fully dressed without a smile.

### Color in Uniforms

Effective use of color is one of the better means of merchandising the services of dining and other public rooms, points out the Shane Uniform Co. One of the most up-to-the-minute adaptations of this idea is to dress waiters, chefs, bartenders and bus boys in colorful uniforms.

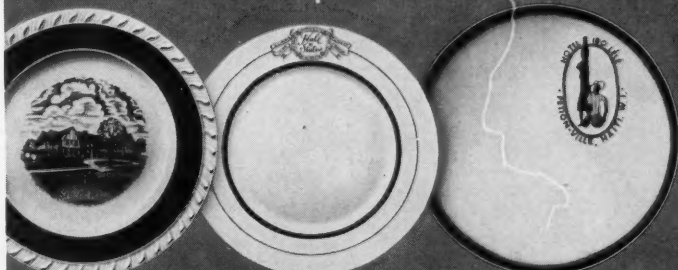
Uniforms help to assure guests of the cleanliness of personnel. Uniforms in color add to the appearance of a room and create a pleasant impression on those being served.

Shane has adapted the pleasing use of color in men's uniforms for every function, to serve as effective merchandising aids. Many clubs are using their chefs to preside over the buffet table, and Shane has appropriate uniforms for the occasion.

For more information write Dept. CM, Shane Uniform Co., Evansville, Ind.

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**THE FINEST!**

*Just for you!*



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in any room!*

Now—Samsonite brings you a completely different folding chair! Watch your surroundings take on new beauty with Samsonite upholstered-look chairs. Guaranteed by GOOD HOUSEKEEPING. In washable tan or grey monk's cloth patterns.

**Tests prove:**

**Samsonite PlastiShield is slash-proof!** Slash it! Knife blades are ineffectual against PlastiShield's surface. Won't nick, cut or tear.



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## Year-Round Promotion Keeps Club Busy

**By Nick Christoph, Manager**

**Rochester Club  
Rochester, New York**

**A**NY club owes it to itself to keep active, and the best way to do that is to feature club activities.

But you've got to promote your activities, keep members abreast of what is going on so that they will come to regard their club as a place they want to go.

Here at the Rochester Club, thanks to a hard-working entertainment committee, we are able to serve up almost a year-round schedule of activities.

Still, we do not ignore all the other facets which go to make up a successful club for the sake of activities alone. With us, quality and service are important. Activities are sort of like the central nervous system which

keeps everything hopping at a brisk pace.

We try to set up our plans so that not only the male member, who uses the club most, will get enjoyment, but also his wife and children.

The once-a-month "Movie Night" ranks high among our activities. We try to run off a currently popular favorite film, and the reception has been wonderful, with whole families showing up. This is helpful for dining room business, too, since guests usually have dinner before the movie.

We have a good International League baseball team in our city, and each year we tie-in with the sport by staging a Rochester Red Wing

**COMBINATION ASSISTANT  
MANAGER, Maitre D'** for a 500 member country club, Denver, Colorado. Excellent opportunity for a man with knowledge of food, beverage and club service. **ADDRESS** all replies to: Cherry Hills Country Club, P. O. Box 60, Englewood, Colorado.

### COUNTRY CLUB MANAGER

Manager for company-owned private country club in Philadelphia area. 2 bedroom apartment provided in club house. Experience in club and dining room operation required. Send résumé of experience, family status and salary requirements to: Box 2-Y, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

**MANAGER AVAILABLE.** 25 years experience club management. 15 years as executive and general manager. Thoroughly versed in all phases of management from kitchen through grounds. Complete knowledge food costs, menu planning, bar percentage and control. Personnel control: house, locker rooms, swimming pool, tennis courts, grounds maintenance. Bookkeeping and club accounts control. Capable to work congenially with committees and plan new activities. Excellent references. Prefer south, southwest, midwest. Size of club no object. **WRITE:** Box 1-Y, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

### CHEF WANTED

First of year. Give complete information and where trained.

### WRITE TO

Petroleum Club of Shreveport  
Washington-Youree Hotel  
Shreveport, Louisiana



Nick Christoph

Buffet Night. The affair is held annually on the opening day of the season, with the players splitting up so that one of them is at a table with about half-a-dozen youngsters, sons of members.

A kid can find no better hero than a ballplayer, and the youngster is made to feel free to ask any questions he wants. I've been told thousands of times that the kids cherish the memory of these Baseball Buffets for years. To be able to sit down and talk to the players they've been watching on the field makes a big impression on them. We used to do the same thing with the National Basketball Association club when it was in this city.

Also, along the sports line we have had such nationally famous billiard masters as Willie Hoppe and Willie Mosconi here for matches, usually opposing some local standout. We have found that the large turnouts usually remain after the match to frequent our cocktail lounge.

The most popular of our activities of long standing is what we call the Friars Club. It's sort of a club within a club but makes no attempt at snobishness. Members of the Friars Club are those inclined toward the thespian arts.

Each spring the Friars put on a play for which they rehearse professionally and which runs two days. Sample titles have been "Bagdad Besie," "Schmoe Boat," "Marching With

#### AVAILABLE

Manager, thoroughly schooled in food and beverage business, background of 20 years in successful self-owned restaurant, catering to banquets and wedding parties. Six years in club field. Prefer country club of quality. Will locate in any sector. Please reply: Box 98-X, c/o CLUB MANAGEMENT, 408 Olive Street, St. Louis 2, Missouri.

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GREAT WESTERN TENTH BOTTLES bring marvelous wines to the two-some or three-some at a reasonable cost. Suggest and display these smaller bottles at every meal . . . and watch your wine sales grow larger by the day! Order an assortment of Great Western tenth bottles. Great Western Producers, Inc., Hammondsport, N. Y.



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The thinner you slice Jordan's rich smoky ham, the finer the flavor . . . and because it's cooked, boned and shaped in press for uniform machine slicing, there is no waste.

Jordan's has appeared on gourmets' tables the world over in slices, ham biscuits, finger sandwiches and canapes.

Slowly cured, hickory smoked for 30 days and nights over hand tended fires, aged six to 12 months.

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The beer without peer



Brewed only in Denmark

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When you feature this popular Danish beer, you get ample advertising support in The New Yorker, Holiday, Sports Illustrated, and metropolitan newspapers.

Tuborg Breweries, Ltd., Copenhagen, Denmark  
U.S. Representatives: Danisco, Inc., N. Y. 4, N. Y.

Dixie." The club usually shows a profit from this, and, of course, the dining rooms and bars profit accordingly.

Though it isn't exactly an activity, we discovered that by doing some solid promotion in our health room we were able to make that an extremely popular place.

We persuaded the very capable trainer of our local baseball team, Danny Whelan, to become our health director during the off-season baseball months. It proved a good decision, because the members are happy to talk baseball with someone close to the scene while they are getting their rubdowns and steam baths.

Even though most clubs are run on a nonprofit basis, many of them are finding it increasingly difficult to break even. I am happy to say that our club has been in the red only one year of the last eight.

To operate a club successfully requires the active and enthusiastic interest of a great many people—in our case the 1285 members and the over 90 employees.

We can never be satisfied with the job we are doing. I feel we should always be striving a little bit more to please the members. The greatest

music to my ears, in addition to that of a satisfied member, is when an out-of-town visitor tells me he is impressed with the appearance, facilities and activities. I guess it's something like the feeling you get when someone tells you you've got nice children.

Maybe it's not a secret formula, but I'm convinced one sure way to keep the members happy is to have a happy staff of employees. We try to have as little turnover as possible by paying our employees a reasonable wage, serving them good food and giving such fringe benefits as two-week vacations and pension plan.

Our brick, three-story building is ideally suited in this city of about 350,000, being located downtown, not far from shopping and theater districts. We use our location to good advantage, making our club a year-round point of attraction for social events, after-theater snacks, business meetings and lunches and numerous other occasions.

We try to make our main dining room and private dining rooms, ladies' cocktail lounge and men's bar and reading and writing rooms attractive. By using good air conditioning and other accommodations, our



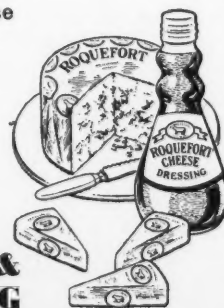
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of a satisfied customer

The famous **RED SHEEP SEAL** stressed in our consumer advertising assures your customer that his cheese is genuine imported **ROQUEFORT**.

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**ROQUEFORT**

**CHEESE &  
DRESSING**



ROQUEFORT ASSOCIATION, INC., 8 WEST 40TH ST., NEW YORK 18, N. Y.

club is just as popular in summer as in other months. In summer we keep busy with many wedding parties for members' families. The activities I mentioned before keep us busy in the other months.

We do an average of about \$32,000 a month in meals and about \$15,000 in the bars. We hold rigidly to the rule that there is no substitute for quality when buying merchandise for a club.

Though I have a combined 35 years experience in hotel and club work, I feel you can never stop learning. New ideas are the lifeblood of this business. I have done almost every job from kitchen helper to my present job, but still find there's more to learn.

### Maintains Quality

Brown-Forman Distillers Corporation, Louisville, Kentucky, is announcing in newspaper and trade magazine advertisements that they will continue to market famous Old Forester Bottled-in-Bond Kentucky Bourbon Whisky *exclusively as a bottled-in-bond*. Running counter to the current trend of reducing proof and prices, representatives of the Kentucky distillery assert emphatically that they will not tamper with their premium bonded Bourbon. Rodman W. Moorhead, executive director of advertising and promotion for Brown-Forman, states, "With these advertisements we are reassuring our customers that Old Forester will be maintained at the same high quality standards. We do not wish to confuse our customers with similar labeling on different types of whisky. Old Forester will remain Bonded Old Forester."

### Extends Distribution

The H. J. Heinz Co. has extended distribution of chicken and beef soup bases. Packed in one-pound jars, the bases will be distributed to club, hotel and other institutional markets in those areas exclusive of the west coast, southwest and New England, Heinz said.

#### WANTED

Experienced country club manager. One who knows club management in every respect, including catering, office management, expense control, golf course, etc. Only highly qualified applicant need apply. WRITE: W. Julius, House Chairman, Meadowbrook Country Club, Overland 10, Missouri.

### Clubs' Tournament

Twenty-five teams, representing as many clubs in six states, participated in the third annual National Invitation team championship golf tournament held September 8-11 at the Shawnee Inn course, Shawnee-on-Delaware, Pa.

Outstanding clubs throughout the country participated in the 72-hole better-ball of foursome event.

### Seafood Promotion

"The interest of the fishing industry in the 1958 Fish and Seafood Week is far beyond expectation," according to F. M. Bundy, chairman of the National Fish and Seafood Week Committee.

Dates of this year's Fish and Seafood Week are October 6 to 12. The national program, with national advertising and publicity, is in full swing, Mr. Bundy said.



**MAY WE HELP PLAN THAT POOL?**

.....With these 13 new and modern pool plan drawings

A note from you on your letterhead will bring these "idea-packed" pool plans rushing to your door.

If you're planning a new pool or modernizing an existing one, Bowser's swimming pool plans with equipment list will help you engineer it for best results.

**BOWSER**  
(ESTABLISHED 1901)

**FILTERS**

**PROVIDE SPARKLING CLARITY**

Naturally, Bowser water filters are included in every plan's equipment list . . . to insure really clean, pure water at all times.

There is a Bowser filter to fit any size pool and a Bowser filter expert available anytime to make the exact filter recommendation for your pool installations.

For Pool Plan Drawings Write to . . .

**BOWSER, INC.** 1305 E. Creighton Ave., Fort Wayne, Ind.

MAKE ALL YOUR PARTIES PROFIT-MAKERS

## invite the man from **BENCO**



He's the party expert — always ready and willing to work with you and for you — helping you plan scores of thrilling ideas to make your next party a night to remember! He will display before your eyes stunning hats, balloons, noise makers, decorations and novelties of all kinds . . . to add the fun, color, and excitement that often spells the difference between "the affair of year" and just another gathering. Whatever the occasion . . . gala or intimate — the size of your budget . . . great or small — the "man from Benco" will supply everything you need to make your party an overwhelming success.

Write for your **FREE** Guide to Year 'Round Party Giving. Phone, write, or wire

"Our Favors Favor You"

**BENCO** Party Favors

242 W. 41 St., N. Y., N. Y.

1020 E. 16th St., Hialeah, Florida

WISCONSIN'S FINEST CHEDDAR CHEESE SPREAD

*Country Club*



A superb cold-pack club cheese served in America's best eating places, hotels, and clubs. Made in our own plant and shipped directly to you.

Available in cartons, loaves, crocks, plastic cups, and 30 lb. tubs. (Most popular size—the 5 lb. loaf, packed four to a case.) Wholesale price schedule and sample carton on request.

**HILBERT CHEESE CO.**  
**HILBERT, WIS.**

## Federal Tax Calendar for Clubs

Prepared by Horwath & Horwath

### October, 1958

15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during September, 1958, and employe tax and employer tax under the Federal Insurance Contributions Act for September, 1958, may be remitted to an authorized depository. Return on Form 450. If this option is exercised, Form 450 must be filed in time to permit depository to return validated Form 450 prior to date for filing return for third quarter of 1958.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended May 31, 1958.

31—Withholding tax and Federal Insurance Contributions Act tax: Return for third quarter due and tax payable. Return on Form 941. Attach validated Forms 450.

Tax on membership dues, initiation, transfer and assessment fees, admissions, and other excise taxes: Tax liability for September, 1958, if more than \$100, may be paid to an authorized depository. Return on Form 537. If this option is exercised, Form 537 must be filed in time to permit depository to return validated Form 537 prior to date for filing return for third quarter of 1958. Otherwise, return for third quarter due and tax payable. Return on Form 720. Attach validated Forms 537 to return. If return is accompanied by depository receipts showing timely payment of tax for the entire quarter, due date of Form 720 is extended to November 10.

### November, 1958

15—Withholding tax and Federal Insurance Contributions Act tax: The sum of tax withheld from wages during October, 1958, and employe tax and employer tax under the Federal Insurance Contributions Act for October, 1958, if more than \$100, payable to an authorized depository. Return on Form 450.

Exempt corporations: Information return on Form 990 due from certain exempt corporations with accounting periods ended June 30, 1958.

30—Excise taxes: Tax on membership dues, initiation, transfer, and assessment fees, admissions, and other excise taxes for October, 1958, if more than \$100, payable to an authorized depository. Return on Form 537.

## Plentiful Foods of the Month

Features: Broilers and Fryers  
Cheese, Apples

Beef	Potatoes	Honey
Pork		Peanut Butter
Medium, Small Eggs		Canned Ripe Olives



# Let's Compare Menus

## NEW YORK ATHLETIC CLUB

### CLUB BREAKFASTS

SERVED FROM 7:00 A.M.  
TO 12:00 NOON

#### No. 1 . . . 60c

Breakfast Roll, Toast, Coffee Cake or Muffins  
Marmalade or Jams  
Tea - Coffee - Milk

#### No. 2 . . . 75c

Juice or Cereal with Cream  
Breakfast Rolls, Toast, Coffee Cake or Muffins  
Marmalade or Jams  
Tea - Coffee - Milk

#### No. 3 . . . 1.10

Juice or Fruit or Cereal with Cream

Choice of:

Two Eggs Any Style or  
Two Strips Bacon or  
Two Sausages  
One Egg and One Strip of Bacon or One Sausage

\* \* \*

Breakfast Rolls, Toast, Coffee Cake, Muffins  
Marmalade or Jams  
Tea - Coffee - Milk - Chocolate

#### No. 4 . . . 1.25

Juice or Fruit or Cereal with Cream

Choice of:

One Egg with Ham, or One Egg—2 Strips Bacon or  
One Egg—2 Sausages  
3 Strips Bacon, or 3 Sausages, or Grilled Ham  
Fried Filet of Sole or Kipperd Herrings  
Griddle Cakes with Maple Syrup or French Toast

\* \* \*

Marmalade or Jams  
Breakfast Rolls, Toast, Coffee Cake, Muffins  
Coffee - Tea - Chocolate - Milk - Buttermilk

#### No. 5 . . . 1.50

Juice or Fruit

Cereal with Cream

Choice of:

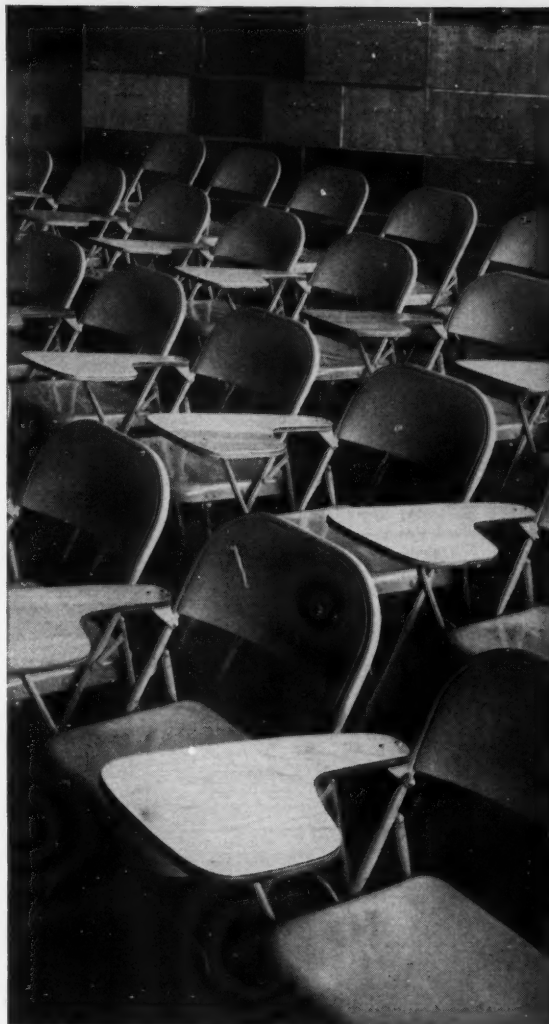
Bacon and Eggs—Ham and Eggs

for Prestige and Profit  
**SERVE: *South Dakota***  
**PHEASANTS**

for your Regular Menu and Special Parties

Write, Wire, or Phone:

***South Dakota* PHEASANT Co.**  
CANTON, SOUTH DAKOTA



John J. Duggan Junior High School, Springfield, Mass.



**in the  
best places...**

#### Hampden Public Seating!

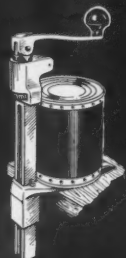
School, church, office, for every room where people meet, Hampden builds a better chair. Sturdily constructed and decorator designed for each specific public seating need, Hampden gives your budget a break, too. For detailed information on the most complete line of adult and juvenile folding furniture, write today direct.



Easthampton, Massachusetts  
Department HS-7

Distributors throughout the United States

**Etlund**  
world's most  
**USE-TESTED**  
can opener



**EDLUND HEAVY DUTY CAN OPENER**

This rugged, dependable favorite has opened more cans in the last 30 years than all other models ever on the market. Table and wall styles...one for every work load.



**NO. 77 WALL CAN OPENER**

Rugged, flat-to-wall. A good size for smaller restaurants and drive-ins. One handle operation. Built-in lid magnet.

Same high quality in heavy duty egg beaters.



**CLEANING TOOL**

Clean openers work longer. Wire bristles, stainless scraper.



**KING SIZE CAN PUNCH**

One oversize hole. Pours faster.

**Etlund Kitchen Tools**  
Burlington, Vermont



**FEATURE ATTRACTION**

guaranteed to  
attract more customers

**Ocean-Clear LIVE LOBSTERS**

Live Lobsters, Ocean-Clear Live Lobsters have the fresh, sweet taste and eye appeal that attracts profitable customers. Shipped anywhere, alive and kicking, via Air Freight or Railway Express in minimum 25 pound orders.

**FREE SALES AIDS**

Free directions for preparing live lobsters.

World's largest LIVE LOBSTER distributors



**CONSOLIDATED LOBSTER CO.**  
Gloucester, Mass.

Enclosed is our order. Please send the FREE SALES AIDS checked: ☐ "Daily Double" cards ☐ "Special Today" cards ☐ "Lobster Special" table tents.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

A-52

Griddle Cakes with Country Sausages  
(15 min.)  
" " Browned Corned Beef Hash  
" " Broiled or Fried Filet of Sole or  
" " Broiled or Fried Kippered Herrings  
" " Minced Chicken in Cream  
" " Creamed Chipped Beef

\* \* \*

Breakfast Rolls, Toast, Coffee Cake, Muffins  
Marmalade or Jams  
Coffee - Tea - Chocolate - Sanka - Milk - Buttermilk

**Served on All Club Breakfasts**

Breakfast Rolls—Toast—Coffee Cake—Corn Muffins  
Bran Muffins

**Choice of Juices**

Tomato—Orange—Grapefruit—Prune—Apple Juice  
Sauerkraut—V-8 Juice

**Choice of Fruits**

Baked Apple  
Sliced Bananas  
Sliced Grapefruit  
Sliced Oranges  
Stewed Plums  
Stewed Peach  
Stewed Figs  
Stewed Prunes

Stewed Rhubarb

Waiters Are Permitted to Accept Gratuities

**THE DECATUR CLUB**  
Decatur, Ill.

**DINNER**

**SEAFOOD APPETIZERS**

- 1 Charcoal Broiled Prime New York Cut Sirloin Steak \$4.85
- 2 Charcoal Broiled Prime Decatur Club Top Sirloin Steak 3.85
- 3 Charcoal Broiled Prime Beef Tenderloin Steak, 12 oz. 4.75
- 4 Ladies Special, 8 oz. 2.85
- 5 Charcoal Broiled Rib Eye Steak, French Fried Onion Rings 2.85
- 6 Roast Prime Rib of Beef, Au Jus 2.85
- 7 Adam Cut 3.85
- 8 Broiled Lake Superior Whitefish Maitre D'Hotel 2.85
- 9 Broiled New Zealand Lobster Tails, Drawn Butter Sauce 3.00
- 10 Broiled Fillet of Red Snapper a La Creole 2.65
- 11 Baked King Crabmeat, Au Gratin, en Casserole 2.60
- 12 Broiled Double Cut Lamb Chops, Mint Jelly 2.85
- 13 Grilled Loin Pork on Toast, Butter Apple Rings 2.25
- 14 Calves Liver Saute, Canadian Bacon 2.25
- 15 Breast of Chicken Eugene, Bell 2.75
- 16 Broiled Country Smoked Ham Steak, Broiled Fruit Garni 2.10
- 17 One-Half Broiled Spring Chicken 2.25

**Choice of:**

Parsley Butter Potatoes Whipped Potatoes  
or  
French Fried Potatoes  
Choice of:  
Caesar Salad Garden Green Salad Bowl  
Head Lettuce, Choice of Dressing or  
Cottage Cheese

**DESSERTS**

Strawberry, Chocolate, Butterscotch Parfait 35c  
Marron Glacé 50c Cherry Herring Parfait 85c  
Mint Stick, Chocolate Chip, Strawberry Ice Cream 25c  
Pineapple, Orange, Lime Sherbet 20c

Camembert Cheese 35c Watermelon 35c  
Roquefort 35c Honey Dew Melon 40c  
Liederkrantz Cheese 35c Brandied Coffee \$1.00  
Cantaloupe 35c Irish Coffee 75c

**SEAFOOD APPETIZERS**

King Crabmeat Cocktail \$1.00 Imported Antipasto 1.00  
Gulf Shrimp Cocktail 1.00 Shrimp de Jonghe 1.25  
Seafood Herring .85 Snails Alsatian Style 1.25  
Wine Herring .45 Iced Caviar 1.25

## SUPPER SPECIALTIES

- A** Broiled Shrimp on Toast,  
Cheese Sauce, Broiled  
Tomato, Asparagus  
Coffee  
\$1.85
- B** Tennessee Ham and Eggs,  
Country Style  
Hashed Brown Potatoes  
Coffee  
\$1.65
- C** Marshall Field Sandwich  
(Ham, Turkey, Swiss Cheese,  
Lettuce, Thousands Island  
Dressing) Relish  
\$1.35
- E** King Crabmeat Salad Bowl  
Relish Hot Rolls  
\$1.85
- F** Chef's Special Sandwich  
(Creamed Chicken on Toast,  
Grated Cheese)  
French Fried Potatoes  
\$1.35
- G** Rueben Sandwich  
(Sliced Corned Beef, Swiss  
Cheese, Sauer Kraut,  
Thousand Island Dressing,  
Rye Bread) Relish  
\$1.35
- H** Delmonico Steak Sandwich  
(Minute Steak, Grilled  
Tomato, Green Peppers on  
Toast) Bordelaise Sauce  
Julienne Potatoes  
\$2.00
- I** Cold Prime Rib of Beef  
Potato Salad Relishes  
Rolls  
\$1.35

## FRESH or FROZEN VEGETABLES (cooked to order)

Imported Braised Celery	\$35	Whole Green Beans	20
Creamed Cauliflower	40	New Peas	20
Jumbo Asparagus	35	Hollandaise Sauce	15
Green Lima Beans	20		

## APPETIZERS

Chilled Fruit Supreme	\$60	Jell Consomme	30
Honey Dew Melon	40	Apricot Nectar-Sherbet	40
Iced Cantaloupe	35	Chilled Vichyssoise	45
Chilled Melon Ball	45	Soup de Jour	25

## SPECIALTIES OF THE HOUSE

- J** Planked Chateaubriand,  
Bordelaise, Sauce, Hot Rolls,  
Choice of Salad Drink  
\$11.00 for Two
- K** Sukiyaki en Casserole  
Buttered Rice Hot Rolls  
Tossed Green Salad  
Drink  
\$2.25
- L** Beef Tenderloin,  
Bourguignonne  
(Red Wine Bordelaise,  
Mushroom Caps, en Casserole)  
French Fried Potatoes  
Italian Salad Bowl  
Hot Roll Coffee  
\$2.75
- M** Chicken en Skillet  
One Half Fried Spring  
Chicken, Country Style  
Mashed Potatoes New Peas  
Rolls - Jelly  
Cole Slaw Coffee  
\$1.85
- N** Tenderloin of Beef a La  
Stronganoff, en Casserole  
French Fried Potatoes  
Hot Rolls Tossed Salad  
Drink  
\$2.65

## GARNISHES TO GO WITH YOUR STEAKS

Broiled Imported		French Fried Onion Rings	50
Mushroom	\$65	Stuffed Artichokes	85
Stuffed Mushrooms-		French Fried Green	
Chicken Livers	75	Peppers	60

## WAYZATA COUNTRY CLUB

### DINNER MENU

- Clam Chowder Cold Vichyssoise  
Tomato Juice
1. Lobster Tail with Lemon Butter .....\$4.25
  2. Prime Ribs of Beef, au Jus ..... 4.25
  3. Veal Scallopini ..... 3.75
  4. Shrimp and Scallops (French Fried) ..... 3.75
  5. Lamb Chops with Mint Jelly ..... 4.25
  6. Walleye Pike, Tartar Sauce ..... 3.50
- Vegetable Potatoes  
Tossed Salad  
Choice of Dressing

# Speaks for itself!

Noticed how many of your  
customers ask for  
Johnnie Walker by name?  
They're the ones who appreciate  
really fine scotch. They're the  
ones whose repeat business  
is most valuable. That's why  
mild and flavourful  
Johnnie Walker  
works harder for you.



**JOHNNIE WALKER**  
SCOTCH WHISKY

BLENDED SCOTCH WHISKY, 86.8 PROOF.  
IMPORTED BY CANADA DRY CORPORATION, NEW YORK, N. Y.

Write advertisers you saw it in CLUB MANAGEMENT: OCTOBER, 1958



smart business stimulators

## Ruben UNIFORMS FOR MEN and WOMEN



See how little  
quality costs.

Send today for  
Samples, illus-  
trations, prices  
...no obligation.



CREATING DISTINCTIVE QUALITY UNIFORMS SINCE 1870

### Marcus Ruben Inc.

Dept. K • 823 S. Wabash Ave. • Chicago 5, Ill.



Standard of Quality for Over a Century

# Liddell Linens

Table Cloths and Napkins all-Linen, half-Linen and Cotton. Also in our famous "mummy" weave printed quality—one of the longest wearing fabrics made.

Huck Towels: all-Linen, half-Linen.

Carter Bros. **RetRac** Bedspreads—Rugs



### WILLIAM LIDDELL & CO., INC.

51-53 WHITE STREET, NEW YORK 13, N.Y.

MILLS: BELFAST, IRELAND

#### Desserts:

Apple Pie  
Peach Pie  
Lemon Pie  
Fresh Fruit with Creme Broulee  
Coffee Tea Milk

### COUNTRY CLUB OF VIRGINIA

Richmond

#### DINNER

Cantaloupe Ball Supreme	\$.35	Watermelon Slices	.....\$.35
Lobster Bisque	.....35	Clear Consomme	.....30
Chilled Vichyssoise	.....35	Celery and Olives	.....40
Marinated Scotch Herring	.50	Cherry Stone Clams	......65
Deluxe Crabmeat Cocktail	.85	Jumbo Shrimp Cocktail	1.00

#### ENTREES

Seafood au Gratin, en Casserole, Toast Points	.....\$2.25
Roast Long Island Duckling, Orange Sauce, Under Glass	3.00
Baked Sugar Cured Ham, Raisin Sauce	2.50
Roast Prime Ribs of Choice Beef, Yorkshire Pudding	3.25

**FROM THE GRILL:** The below listed items to attain culinary perfection are cooked to order and require at least 20 minutes.

Char-Broiled Chopped Sirloin of Choice Beef, Mushroom Sauce	.....\$2.50
Broiled French Cut Lamb Chops, Mint Jelly	2.75
Braised Calf's Sweetbreads on Smithfield Ham Under Glass	2.85
Country Club Prime Sirloin Steak, Mushroom Slices	4.25

#### "Vegetables Passed to You"

Asparagus Spears	Hashed and Creamed Potatoes
Eggplant Casserole	Shredded Lettuce, Choice of Dressing

Assorted Hot Rolls  
Choice of Beverage

#### DESSERTS

Choice of Ice Cream or Sherbet	.....\$.30	Sherry	......40
Pineapple Upside-Down	......35	Fruit Compote With Cookies	.....\$.35
Cake	......35	Peach Cobbler	......35
Baked Grapefruit With	......45	Strawberry Parfait	......45
Country Club Ice Cream Pie	......45		
Gruyère, Camembert or Roquefort Cheese With Toasted Crackers	......50		

### COUNTRY CLUB OF PEORIA

Peoria, Illinois

#### PATIO MENU

Ice Cream  
Flavors Available

Chocolate Vanilla Maple Walnut Sherbet Monthly Special

Ice Cream Soda	......30	Banana Split	......50
Malted Milk	......35	Ice Cream Sundaes	......35
Milk Shake	......30	Chocolate, Strawberry, Pineapple, Maple Walnut, Marshmallow	......40
Ice Cream Plain	......20		

#### Sandwiches

Hamburger—Plain	......30	Chicken Salad	......60
Hamburger—De Luxe	......60	Peanut Butter	......30
Grilled Cheese	......50	Peanut Butter & Jelly	......40
Grilled Cheese & Bacon	......60	Egg Salad	......40
Bacon, Lettuce & Tomato	......60	Frankfurter	......20
Sliced Chicken	......75	Tuna Fish Salad	......50

#### Special Salad Bowls

Monday and Thursday—Hollywood Salad Bowl (Ham, Chicken, Cheese)	.....1.25
Tuesday and Saturday—Egg Salad	.....1.00

Wednesday and Friday—Shrimp Salad .....	1.50
Sunday—Fruit Salad with Cream Cheese .....	1.40

#### Beverages

Coffee—Tea—Milk .....	.15
Iced Tea or Coffee .....	.20
Plain Soda .....	.10

Patio will be open daily from 12:00 Noon to 9:00 P.M. only, except Sunday when it will be open from 8:00 A.M. to 5:00 P.M.  
Breakfast will be served Sunday morning.  
Coupons accepted only in the Dairy Bar.

### BERKSHIRE COUNTRY CLUB

Reading, Pennsylvania

#### LUNCHEON

Fresh Fruit Cup .....	\$.25	Fresh Fruit Juice .....	\$.20
Half Grapefruit .....	.25	Marinated Herring .....	.35
Shrimp Cocktail .....	.75	Consomme With Rice .....	.25
Manhattan Clam Chowder .....	.25	Jellied Madrilene .....	.25
Cold Vichyssoise .....	.30		

Omelet with Diced American Cheddar Cheese .....	\$1.25
Broiled Filet of Fresh Young Scrod With Lemon Butter .....	\$1.25
Fried Jumbo Soft Shell Crab and Bay Scallop Combination .....	\$1.45
Chicken Croquettes With Cream Sauce .....	\$1.35
Vienna Meat Loaf With Mushroom Sauce .....	\$1.35
Baked Macaroni and Cheese en Casserole With Grilled Ham .....	\$1.40
Calves Liver Pan Fried With Hickory Cured Bacon .....	\$1.40
Fresh Blueberries With Cottage Cheese and Sour Cream .....	\$1.35
Fancy Red Salmon Salad Platter With Egg, Tomato And Mayonnaise .....	\$1.40
Assorted Cold Cut Platter With Potato Salad .....	\$1.50

Whipped in Cream Potatoes	French Fried Potatoes
Ford Hook Lima Beans	Harvard Beets
Shredded Carrots and Raisin Salad	Tossed Chef Salad

Cole Slaw	
Rougefort Dressing	.35

Pie du Jour .....	\$.20	Layer Cake .....	\$.30
French Pastry .....	.35	Fresh Blueberries .....	.35
Ice Cold Watermelon .....	.30	Half Cantaloupe .....	.45
Ice Cream .....	.25	Parfaits .....	.30

Old Fashion Strawberry Short Cake .....	\$ .35		
Jello With Whipped Cream .....	.20		
Coffee	Milk	Tea	Buttermilk

### WAYZATA COUNTRY CLUB

Wayzata, Minnesota

#### LUNCHEON MENU

Cold Essence of Madriléne	Vegetable Soup
Cold Vichyssoise	
1. Broiled Ham with Sweet Potatoes .....	\$1.60
2. Old Fashioned Fruit Salad with Chicken Sandwich ..	1.55
3. Lamb Chop with Mint Jelly .....	1.65
4. Soup du Jour with Corn Beef Sandwich .....	1.45
5. Scallops Saute in Fene Herbs .....	1.50
6. Tenderloin Tips en Casserole .....	1.65

Salad	Beverage	
Desserts:		
Coconut Cream Pie	.30	
Chocolate Layer Cake	.25	
Sundaes	.30	
Coffee	Tea	Milk

### CMAA Conference

Houston

February 18-21, 1959

## The Answer to Popular and Profitable Club Bars



### Auto BAR ... the highest standard of beverage service

When a club has AutoBar every drink becomes a convincing testimonial of the club's good management and friendly and generous hospitality because ...

1. Every AutoBar drink is a practical demonstration that management can afford to provide its members with a larger drink at the same price and still earn a reasonable profit.
2. Every AutoBar drink is positive assurance that each cocktail, mixed drink, over-the-rocks or mist is always a full measure of uniform perfection.

AutoBar was invented by a hotel accountant who recognized the shortcomings of the heretofore generally accepted methods of hotel bar accounting. On a given volume, AutoBar will reduce liquor costs as much as 20%, and frequently more, without changing pricing structure or size of pour! These savings mean greater benefits for members—at the bar and in making possible improvements in club facilities. It will pay your club to investigate AutoBar today. Write for complete information on how your club can benefit from AutoBar ... the highest standard of beverage service.

## Auto BAR<sup>®</sup> SYSTEMS

Division of American Machine and Metals, Inc.  
118 Clymer Avenue, Sellersville, Pa.



Kurt Mickley

## Old Building Is Home Of New City Club

... How ancient structure was remodeled  
to house elegant Baton Rouge City Club

**F**ORMAL opening of the City Club of Baton Rouge on November 16, 1957, was one of the leading events on the busy fall social calendar of Louisiana's capital city. The elegance of the new club's interior and the excellence of its cuisine sparked conversation at the brilliant functions which mark the fall season in the Southern city.

The building which houses the club has long been a landmark in Baton Rouge. It was built in 1894 as the post office and later served as the city hall. Of distinctive architectural design, the building has gracefully withstood the dated appearance which modern structures have imposed upon other buildings of the late 19th century.

The need for a city club had long been felt in Baton Rouge, a city which has undergone a tremendous metropolitan and industrial expansion. One of the major difficulties in organizing the club was the problem of obtaining suitable quarters. The old building was the answer to the problem. A Baton Rouge bank, which had leased



**ASK THIS QUESTION  
BEFORE YOU BUY  
ANY FOLDING CHAIR**

**DOES IT HAVE  
CHANNEL  
FRAME  
CONSTRUCTION?**

- The same construction automobile builders have used for years—gives you built-in resilient strength for extra safety comfort and long life in Lyon folding chairs, at lowest possible maintenance cost.
- They adjust to uneven floors without frame distortion. Seats and backs curved to match body contour. Pinch-proof hinges. All edges rounded and smooth.

You pay no more—  
why settle for less?

**LYON  
CHAIRS**

### MAIL COUPON for the Complete Story!

Lyon Metal Products, Inc., 1098 Monroe Ave., Aurora, Ill.  
Send me the complete story of Lyon Chairs and Channel Frame Construction.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

### Continental Service

**Cart®**



Salad & Dessert Cart

The perfect setting for your finest desserts. Styled in warm copper or sparkling stainless with wrought iron, this cart compliments your good taste—makes good food more appealing—boosts sales.



Universal Cart



Iced Cart



Universal Moli-Shield

See your dealer or write

**molitor inc.**

1318 10th STREET, DENVER 4, COLORADO

\*Patent Pending





The former city hall of Baton Rouge is now the new City Club.

the building from the city of Baton Rouge, agreed to sublease it to the new club for 25 years. The bank had planned to demolish the building and use the site for a parking lot.

Fortunately, the imposing old structure was in excellent condition and extremely suitable for conversion to club purposes. It is located at the corner of North Boulevard and Fourth Street, in the heart of downtown Baton Rouge.

The transformation from municipal office decor which the building had worn internally for so many years to the muted elegance which characterizes its present interior took about eight months and an expenditure of \$271,000.

No change was made to the exterior. A recent planting at the base of the building indicates that in sever-

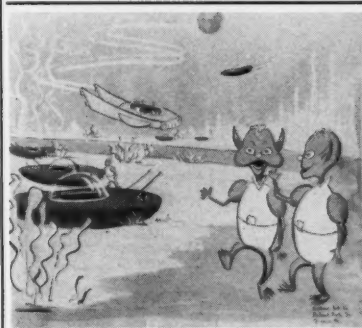
al years the walls will be ivy-covered, a treatment subtly harmonious with the architecture.

Bodman & Murrell & Smith, Baton Rouge architects, designed the renovations and Milton J. Womack, Baton Rouge contractor, handled the construction. The interior decorator was William Parker McFadden of Dallas.

Soon after acquiring the building, the club engaged Kurt Mickley, then on the staff of the St. Regis Hotel in New York, as club manager. Mr. Mickley came to this country in 1952 from Dusseldorf, Germany, where he had been on the staff of the Breidenbacher Hof Hotel. A native of Berlin, he has 33 years of experience in the hotel and restaurant business in Switzerland, Italy and France, as well as in Germany.

Mr. Mickley visited Baton Rouge

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Inside, the City Club of Baton Rouge features quiet elegance.

before renovations operations on the club building got under way and assisted the architects and contractor in kitchen layout and food handling arrangements. He moved to his new

home well in advance of the club's opening date and his smooth handling of arrangements were mainly responsible for the club's highly successful initial open house.

His club has a membership of 550 resident members and 125 non-resident members, and there is a substantial waiting list. Resident members pay an initiation fee of \$900 and monthly dues of \$18. Non-resident members pay \$120 in initiation fees and \$6 a month dues. The governor of Louisiana is an honorary member.

The club's spacious main dining room—the Continental Room—is on the second floor. It accommodates up to 150 people. Near it is the dining room for women, the Veranda Room, which can be reached by elevator from the women's entrance and foyer at the side of the main entrance. The two rooms can be converted into one for evening entertainment.

Also on the second floor is a private dining room, the Wing Room, which women are also invited to use if it is not previously reserved. It offers dining facilities for 25.

On the first floor are two private dining rooms, the Choctaw Room and the Cock of the Walk Room, the first

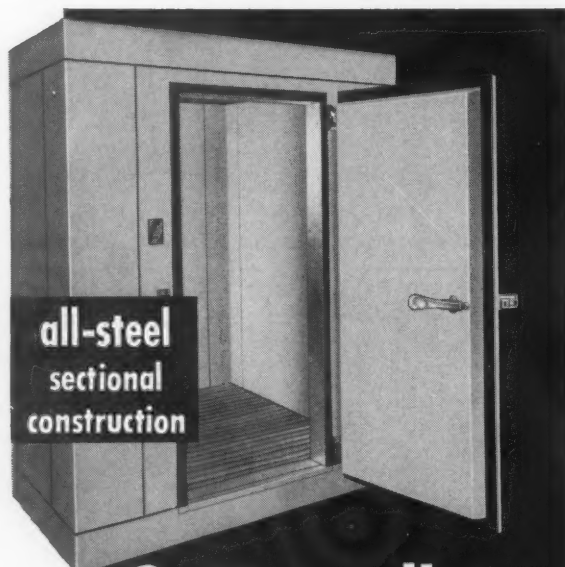
seating 18 and the second seating up to 12; the bar and grill (for men only); the lounge and the Guardsmen's Room, accommodating from 80 to 100 members and their male guests; and a barbershop.

The library, the game room and the health club are on the third floor. Health club facilities include a dry heat room, steam room, massage room, a four-bed snooze room and a large shower room.

There are always more calls for the use of the private dining rooms than can be handled and members have found that they must reserve them well in advance if they are not to be disappointed.

Biggest problem in the club's management has been obtaining capable waiters. This has been solved to some extent since Mr. Mickley has had time to instruct a sufficient number through the job of bus boy to that of a well-trained waiter.

Figures on the amount of business done at the club which are available at this writing show that food business amounted to \$47,261 for the first three months of operation. Beverage business during the same period amounted to \$9,795.



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Telephone JUDson 2-4382

Manager Mickley points out that, as in the case of most city clubs, the lunch hour at his club is the most popular. Many members, however, find the club a pleasant place for dining with members of their families and guests. There is piano music from 7:30 to 10:30 p.m. on Thursday, Friday and Saturday. A full a la carte menu at reasonable prices has been established and double-sized drinks are served from 4:30 to 6 p.m.

The club chef is Rolf Meitler, who came to Baton Rouge from his position as head chef of Hotel Vier Jahreszeiten in Hamburg, Germany.

Hailed in its beginning by Baton Rouge businessmen as "a significant step in the progress of Baton Rouge," the club is becoming more and more an important center from a civic standpoint. It is the scene of meetings of many groups important to the city's municipal, business and industrial vitality.

Also indicative of its success is the fact that its cuisine and the excellence and convenience of its facilities continue to be the subject of much favorable comment in Baton Rouge.

### Domestic Wines on Increase

American wines of premium quality appear to be playing an increas-

ingly prominent role in smoothing this country's international relations. Within a single month, distinguished guests used a Napa Valley wine for toasts at official receptions to Van Cliburne, to prime ministers of Finland and Norway, and to a Norwegian princess.

This was disclosed by Aldo Fabbrini, vice president of Beaulieu Vineyard, during a visit to New York for conferences with executives of Park & Tilford, eastern distributor of the company's estate-grown northern California wines.

B.V. wines are produced by the family-owned house on a 600-acre estate at Rutherford, Napa Valley, California. Its president is the Marquise de Pins, daughter of the late Georges de Latour, scion of a French family of vintners who founded the wine-making estate in 1900 with vine cuttings imported from France.

### Tourney Established Event

Although only four years old, the Miller Open golf tournament has definitely established itself as one of the finest events on the PGA circuit. That fact was emphasized by players and PGA officials alike at this year's action-packed event held August 7-11 at the Tripoli Golf Club, Milwaukee, and sponsored by the Miller Brewing Co.

Jim Gaquin, field secretary of the PGA, rates the Miller meet with the best. "With the possible exception of such prestige tournaments as the Masters, PGA Championship, and National Open, the Miller Open attracts the finest field because of its excellent reputation," Mr. Gaquin asserted. "It is an exceedingly well-run tournament and the pros love it. In view of the brief history of the event, I believe that to be a tribute to the Miller folks who put on the tournament."

### Top Sellers

According to the 11th survey of brand preferences in leading New York City hotels made annually by the market research department of the *New Yorker* magazine, three Hiram Walker brands rank among the top sellers.

In the Canadian whisky category, Canadian Club is the leading brand, a position it also held in the 10 previous surveys. It is the hotels' best seller of all whiskies. Among straight bourbons Walker's De Luxe ranks second and in blends Imperial is third.

Since much of the business done in the 16 surveyed hotels comes from out of town, the survey indicates the popularity of brands on a national basis, Hiram Walker officials say.

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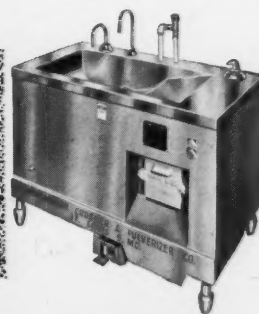


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## New Film Catalog

For clubs and chapters the Association Films' 1958-59 catalog of "Selected Motion Pictures" has just been published. The 40-page catalog describes the several hundred free and rental 16 mm. sound motion pictures offered by the company.

Copies of the catalog are available from the company's regional distribution centers in: Ridgefield, N. J. (Broad at Elm); La Grange, Ill. (561 Hillgrove Ave.); San Francisco (799 Stevenson St.) and Dallas (1108 Jackson St.).

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## Tax Removed

(Continued from page 16)

Mr. A unless within the first six months of 1959, Mr. A elects under Section 4241(a)(3)(B) to pay a single tax on the amount paid for the life membership. In such case, the tax will be \$200 (20 per cent of \$1000) with no credit for tax imposed for any period prior to 1959. If Mr. A fails to elect to pay the one-time tax of \$200 noted above within the period prior to June 30, 1959, he is precluded from paying tax otherwise than as an active resident annual member.

**Important Notice:** All clubs having life memberships should study the new law immediately to offer life members the new provisions as promptly as possible. Club counsel should consult pages 42 to 44 of the Senate finance committee's report (S. Rep. No. 2090, July 31, 1958) for examples of the new method of taxing such life memberships. The election by each life member expires on June 30, 1959.

### No Tax on Honorary Memberships

Another provision in Section 132(a) makes it clear that if no payment is made for the life membership, as in the case of certain honorary memberships, no tax will be due. This is a legislative reversal of the position of the Commissioner of Internal Revenue in Revenue Ruling 55-198, and it frees such non-dues paying honorary memberships from the 20 per cent tax.

### Admissions to Privately-Operated Swimming Pools, etc.

Section 131(f) of H.R. 7125 will exempt from the ten per cent admissions tax those amounts paid for admission to privately-operated swimming pools, bathing beaches, skating rinks, and other places providing facilities for physical exercise (other than dancing).

The Senate finance committee estimated the loss in revenue from club dues taxes because of these and several other amendments (not germane to bona fide clubs) will amount to approximately \$9 million a year principally because of the exemption provided for assessments paid for capital improvements.

Clubs are urged to consult local tax counsel before proceeding under any of the new amendments to be certain all conditions of the new provisions have been met. This is especially important with regard to the effective date of the new law which will be January 1, 1959.

Internal Revenue Service officials at national headquarters in Washington, D. C., may try to issue specific rulings on requests by clubs prior to issuance of proposed regulations under these new provisions. Such regulations may take many months to complete, and clubs planning expansion programs would be best advised not to await the regulations before moving ahead on such projects. Where there is a serious question regarding H.R. 7125, a specific ruling should be requested from the Commissioner of Internal Revenue.

### Wine Week


From the Wine Advisory Board comes this advice for National Wine Week, which is October 11 to 18:

Feature a good, reasonably-priced California red, white or Rose dinner wine. Then, remind your members by means of new free table tents or menu clip ons available from the Board, 717 Market St., San Francisco 3, Calif.

Another free help, if your club is thinking about a new wine list, is new sample layouts, ready in October. These are ideas or guides for setting up different styles of wine lists, in various sizes, for your printer to follow.

*They naturally do  
...prefer  
Leroux*

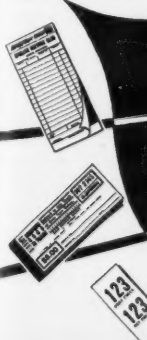
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FOR many years, our club has been faced with a bad situation with reference to the serving of food and beverages at the swimming pool. Our pool is located approximately 150 feet below the main clubhouse. This, in itself, made the control of food and beverages rather difficult. Our only facility was a frame house above the pool which was serviced with cold water and 110 volt electricity. By not having either gas or 220 volt current, our selection of equipment was limited. The product produced in this area was poor, the service was bad and the resultant costs were high.

There was also the problem of serving persons other than swimmers on an informal basis. Unfortunately, our clubhouse did not offer a facility where mixed couples could eat while still dressed in informal attire. In other words, couples who might be playing golf or tennis, or even swimming, had no dining facilities available.

We had been attempting to serve the adult mixed couples on a grass terrace which was located approximately 200 feet from our main kitchen. Again, this proved highly unsatisfactory from all viewpoints.

Realizing that the cost of any improvement to these areas would have to come from the operational profit rather than a building fund or special assessment, I set about looking for an area which would be adjacent to the pool and tennis courts that was not being utilized to its fullest extent.

At one end of our men's locker room there existed an old grill room which was being utilized as a locker room. This particular room was located close to the pool and pathways leading from the tennis courts and also directly below our main terraces. Once the fact was established that the additional lockers in this room could be completely absorbed in our main locker room, I set about to start a dairy bar operation. It was decided that only food products that

# How We Made a "Dairy Bar" To Service Our Swimming Pool

By Ralph G. Deuel, Manager

Country Club of Peoria  
Peoria, Illinois

could be produced independently of the kitchen would be offered on our menu, so the first step was to establish a well-rounded menu. The menu dictated to us the equipment that was necessary. Fortunately, in our area, there had been a drug store with a soda fountain that was going out of business. I was able to purchase their equipment far below the actual cost. This equipment consisted of a six-and-one-half-foot bobtail soda fountain, an exhaust unit, two stainless steel working tables, a deep fat fryer and a refrigerated sandwich unit. The balance of the equipment consisted of such items as mixers, grill, and coffee urns were purchased new.

By pouring a concrete patio in rectangular form outside the grill room and adjacent to the wall of our dining room, we created a patio 35 by 25-feet. This was then covered by a green and white stripped awning. This patio conforms to the architecture of our present building, overlooks the Illinois River and also our swimming pool. The patio is serviced by a pass-through window from the dairy bar. The dairy bar itself contains a counter which accommodates twenty-four persons. The policy of operation was to feed the children in the dairy bar and take care of the adults only on the patio. By the use of an intercom between the patio and bar, it was

possible to effect beverage service to the adults.

As for the furniture on the patio, old tables and chairs were located within the club, and tables were covered with spattered inlaid linoleum, the chairs were repainted yellow, blue and green, and the seats were recovered.

To date, the entire operation has been highly satisfactory, not only from the income standpoint, but from the additional service made available to the membership.

There are two interesting points in the development of this project: 1. The location of existing areas within a club that might be converted into more satisfactory and more profitable facilities, and 2. the method of presentation with reference to the project to the board for their approval.

Rough plans of the area were effected, estimates obtained from local mechanics and a local artist provided us with her conception of the final outcome. When this project was first presented to the board in the completed form, it was unanimously accepted, and a budget of \$10,000 was given to me for its completion.

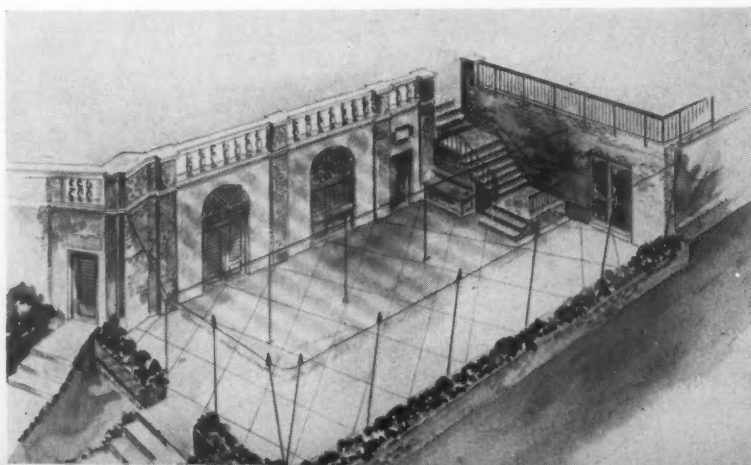
Below is a run-down on the actual cost up to the opening day:

Equipment .....	\$4,637.87
Wiring .....	575.00
Furniture .....	40.86
Concrete Patio .....	1,475.00
Uniforms .....	28.27
Awning .....	780.00
Plumbing .....	500.00
	<hr/>
	\$8,037.00

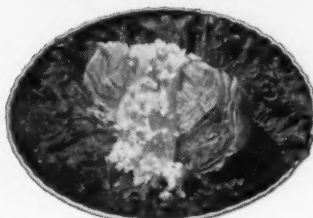
As of July 31, the gross food sales were \$4,022. The gross beverage sales were \$669. These figures, in view of the rainy June and July, seem to be adequate.

Once again, I would re-state that it is often necessary for a manager to convince his board of a much-needed improvement by making a complete and thorough presentation.

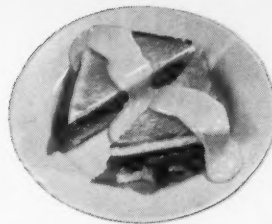
Patio near pool at Country Club of Peoria.



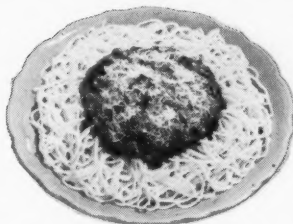




Kraft Blue Cheese in dressings turns a lettuce wedge into a deluxe salad



Kraft Cheddar in the sauce puts sales-zip in a club sandwich



Kraft's shredded Parmesan adds tangy taste-appeal to spaghetti



Kraft Parmesan adds true French savor to Kraft's Onion Soup

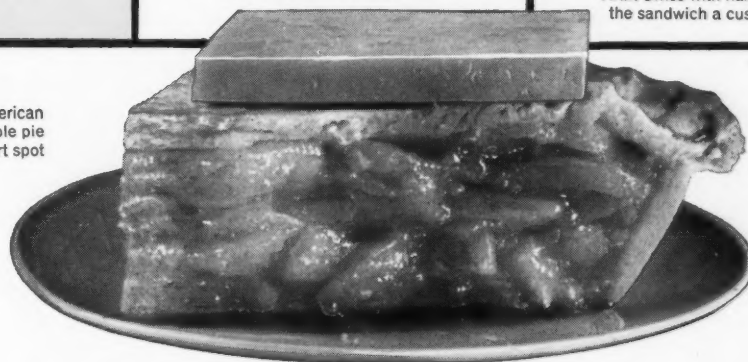


Kraft Mozzarella makes pizza with come-back-for-more flavor



Kraft Swiss with ham on rye makes the sandwich a customer favorite

Kraft Sharp American puts apple pie in top dessert spot



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Kraft has a cheese in the variety, packaging and cut for every taste and use. More than 150 products—domestic and imported, natural and pasteurized—in Kraft's full line . . . These are the famous brands that for years have remained the world's best-selling cheeses. Select those that best suit your food-service needs. Use them more ways on your menu for more profit.

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## Your Key to Club Hospitality

Fitzgerald does credit to the club that serves it. The distinctive character that marks this bourbon is the proud result of slow, costly distilling methods rarely practiced today—methods that yield a unique depth of flavor and rich bouquet. Old Fitzgerald (at six years old) com-

pliments every guest's good taste. Very Old Fitzgerald (aged to the eight year bonded limit) offers the prestige of the world's most prized bourbon. Stock them with the full knowledge and assurance that they will satisfy the most demanding taste.

### THE FINAL CHOICE OF MATURE TASTE

Bonded Kentucky Straight Bourbon • 100 Proof • Six and Eight Years Old  
**STITZEL-WELLER DISTILLERY** • Established Louisville, Ky., 1849



Very Old Fitzgerald available in Antique Fifths, suitably boxed, labels personalized in case lots on request. Ask your dealer, or write the Distillery.